TWOPENCE
Vol. LXI.
1603.

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JOHN BULL

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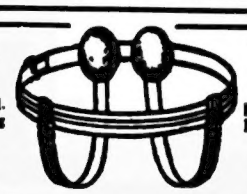

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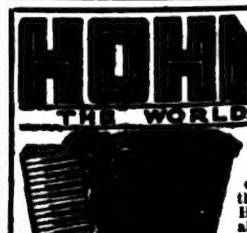

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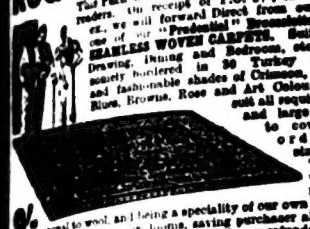

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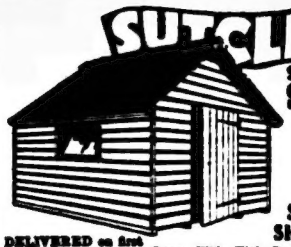

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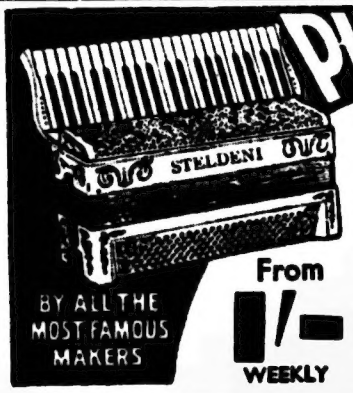

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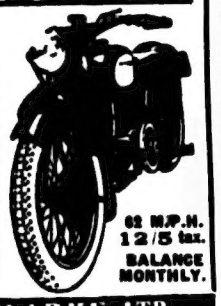

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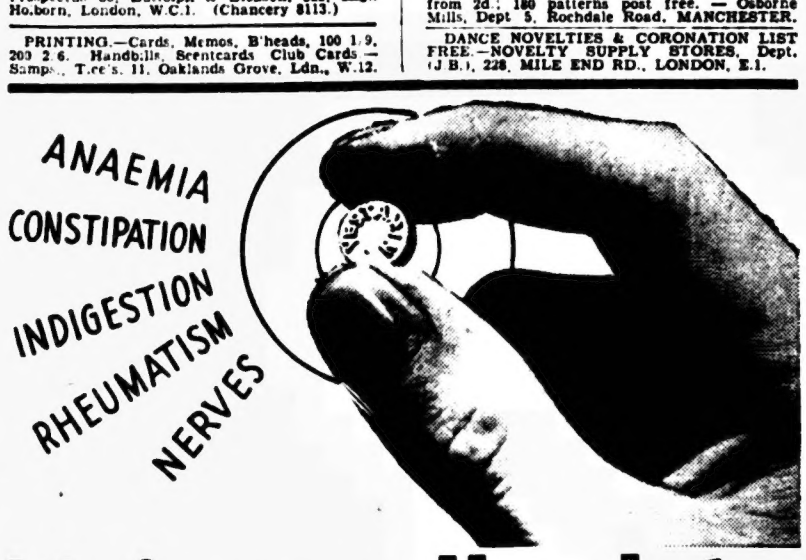

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WITHOUT FEAR OR FAVOUR

Arms Sharks' BIG Haul

"Roll up, roll up!" cries Neville to the arms gamblers, so that they can pick fat profits from the money you are providing for defence

THE moment the Chancellor of the Exchequer opened his mouth about the £1,500 million Arms scheme, he offered a free invitation to speculators of all kinds to walk up and gamble at the nation's expense.

A whisper ran through the most exclusive clubs in Belgravia and St. James.

Soon, in the haunts of the "half-commission" men around the Stock Exchange, it became a roar.

And in a very few hours the little speculators and the big gamblers all over the country joined in unison:

Buy Metals!

The result: wildest days in the metal markets within living memory. In a heat of frenzy which exceeds anything City men in their boldest moments could conceive there are record turnovers of metals, and prices jump to crazy levels.

Enormous quantities of tin and copper and zinc and lead change hands—and millions of pounds change hands with them.

Buyers and sellers do everything but actually fight in the frantic scramble to get in on the latest City bubble, the newest Government-guaranteed gamble.

That is life in Mincing Lane, centre of the metal markets of the world, now that Mr. Chamberlain has made it clear in plain terms that Britain is to present the profiteers and the gamblers with a little more unearned increment—*at your expense.*

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And Mincing Lane is only the type. All commodities are following the lead.

For this is precisely what the latest unhealthy City boom is. Prices are not zooming upwards in fantastic jumps because of any legitimate market movement. There is no sudden shortage of any of these primary commodities.

It is just that the Government has made it clear that it must buy vast quantities of these munition-making metals for its arms programme.

And, as usual, it has made that announcement *before* placing the orders for the metals which the various defence departments will need.

That was as good as telling any petty speculator the way to quick profits. It was asking for trouble. And the trouble has arrived.

What is Mr. Baldwin doing in face of this scramble for fabulous profits at the nation's expense?

Through his mouthpiece, Sir Thomas Inskip, it is announced that the Cabinet reads the newspapers, notes what is reported about profiteering—and is watching.

Watching—not doing anything. Mr. Baldwin should know that speculators, frenzied by huge profits, are not afraid of looks, not even of black looks from a Prime Minister.

The speculative spiral is going up and up. And with it will go the demands on the already lighter pockets of the taxpayers.

Because of the foolish muddling of this one decision, the Government will have to pay vastly increased sums for its raw materials. And that means paying out hundreds of thousands of pounds more than is necessary.

That is the position now. If it is allowed to continue unchecked, if the gamblers are allowed to continue to snatch their miserable profits, prices will rise still further, and the arms bill will be still heavier.

Indeed, already in the City attempts are being made to hasten new bouts of gambling by the circulation of statistics showing the enormous levels to which metal prices rose in war time.

No words are added to these statistics; but the implication is obvious.

It is true that Mr. Baldwin has declared unctuously that he "entirely disapproves of gambling operations" following rearmament.

But he does nothing more than disapprove. But if he does not know how to end the menace in Mincing Lane, we can tell him.

◆ ◆ ◆

Firstly, the Premier can make his Cabinet show a little more vigorous interest in the raw materials conference now convened at Geneva—for this conference provides the opportunity for securing that international agreement which can finally end the absurd and costly speculation in raw materials in various countries.

That admittedly may take some time to achieve. It need take the Government no time to step into the City and make it clear in no uncertain terms that it will not countenance the continued operation there of those who look upon that hallowed territory as a casino.

It can be done, but not by "watching." The recent three-party monetary agreement between the United States, France and Britain effectively ended the careers of the great gangs gambling in currencies. What can be done in currencies can, given the will, be done in commodities.

◆ ◆ ◆

Given the will, has the Prime Minister courage to tell his friends in the City that though they work in private institutions, they have a public responsibility? And that public responsibility means public accountability?

Has he the courage to tell the banks that they must end this lending of money to men who never mean to take delivery of the stocks they order, who use the funds of the great financial houses for nothing more than unscrupulous gambles?

Has he the courage to go to the restriction committees and say plainly that now world rearmament is demanding an increase in the consumption of commodities production, too, must be increased so that a reasonable price level may be maintained?

Has the head of the Government the courage to wipe out the gamblers and the profit-snatchers, to ensure fair prices to the Government departments—and a fair deal to the taxpayer, even though it may offend some of his friends?

The menace in Mincing Lane can be ended to-morrow—if Mr. Baldwin cares.

Straight From The Shoulder . . .

Jerry Builders' Latest Racket

Societies Can Kill '100 Per Cent. Menace' Holidays With Pay: Hopes Brighter Egg Swindle With Acid

MILLIONS of people buying their homes through building societies must not be scared by stories of rate-cutting war.

Greater danger lies in breakaway move by a few societies claiming freedom to make advances up to 100 per cent. of value of property.

How does this affect you? This way. To make such large advances encourages jerry-builders keen on quick profits.

When societies who advance up to 100 per cent. challenge the jerry-builder's price, he can take something off.

He has already put it on to make sure that if the buyer gets only a 90 per cent. advance it equals 100 per cent. of the normal competitive price.

Jerry can then afford to write off his deposit with the building society and move on to fresh conquests.

* * *

Truth is that business is harder to obtain Building is not the boom it was. Societies are keener to get business.

But they must not forget they have depositors who think they are as solid and dependable as the banks.

If advances are too generous, payments have to be extended over longer periods. Weekly payments will be smaller.

In the end they pay more, because they borrow more.

Too liberal advances mean that property drops in value too quickly if the society has to regain possession. This is a costly process, and there can easily be a loss of £150 on a thousand-pound house.

* * *

A house on which £1,000 has been advanced by the 100 per centers may fetch only £900 six weeks after occupation.

Building societies' "code of ethics" covering £460,000,000 is not a hard and fast lot of rules.

JOHN BULL has seen enough to know that home-buyers should have a stake in their property. It keeps the building societies on a rock-sound footing; makes for better building; sounder builders, because they have to risk more of their own money.

There are other complications into which jerry-builders enter. Main consideration now is for buyers and depositors to keep cool. Their money is safe. Jerry only is in danger.

Holidays With Pay

JOHN BULL readers know how often we have demanded holidays with pay for all workers. There is to be an enquiry, and T.U.C. leaders feel confident that Mr. Baldwin now means that some definite action should be taken.

Better late than never, but it is doubtful whether your summer holiday this year will come under any scheme that may be introduced.

Sacked For A Week

Every humane reform "ruins" trade before it is tried. Later, even dichards find that it is really a benefit. To millions it will mean the difference between the "sack" for a week and a week's holiday.

And it will mean happiness without scraping, and more for the shops and the seaside resorts.

Lesson Of Gresford

Whatever the outcome of "Yard" enquiries at Gresford following the official report on the disaster which cost more than 200 lives, there will be stricter inspection.

For years miners have been hammering away at this and other reforms. Always the answer has been that the industry could not afford them.

Miners now answer that they cannot afford lives.

Labour Stakes Claim

One of the good things to come out of all the rush to pile up arms is the increased attention paid to the claims of labour in general.

Apprenticeship systems will be considered at talks between State and trade union representatives.

Vocational training centres may be extended and newer methods of training men may be tried.

But the unions will insist that the interests of millions of organised workers be preserved. Lessons of the last war have not been forgotten.

Luring Young Workers

Lure of temporary high wages for young people is playing havoc with schemes for training them for skilled occupations.

In the Midlands they are faced with the dismal fact that youths prefer highly paid repetition work which ends when they are eighteen.

Reviving trade is taking the young people away, and they realise their mistake when it is too late to begin training.

Blow At Education

London ratepayers will have to find another £6,000,000 because the Exchequer has cut down the grant for education

We wonder whether this is real economy, for there does not appear to be any need of it in other directions.

When the L.C.C. election is over, all these matters can be dealt with frankly. Meanwhile, London has to find that £6,000,000, and has also to pay for Waterloo Bridge.

Reform In Hospitals

A 48-hour week for nurses—the first in a voluntary hospital in Britain—is to be worked at Victoria Memorial Jewish Hospital in Manchester.

This hospital is not sectarian, despite its name; 70 per cent. of its patients are non-Jews. It can become a model for the hundreds of thousands of fine women who work long hours for little enough pay in one of the nation's vital services.

What Lancashire does to-day we hope all hospitals will be doing soon.

Egg Industry Chaos

Behind all the chaos in the British egg industry is a racket as big as some of the best American samples.

Story in brief is that millions of imported eggs have their marks of origin washed off in weak acid and then are sold as British.

Prosecutions occur when the culprits are caught red-handed. But this business, because of big profits, is well organised.

These "fake" English eggs are uniformly good because the bad ones are thrown away after tests. And they are cheap.

Jerry-builders must not be allowed to get away with the spoils at the expense of building societies

Stop Tricksters

Now the Government has promised to do something. But it will have to be something drastic to stop the acid trick, and to ensure that English eggs are fresh, and to guarantee that producers get a fair return and that housewives are not forced to pay high prices.

A tall order, but if it is not fulfilled, there will be more chaos. As it is, the British poultry-raising industry is on the verge of collapse.

Muddle And Mess

Soon, on Sundays, you won't be able to buy ice-cream unless it is sold loose or in "cornets"—a bad blow to the 25,000 "stop-me-and-buy-one" vendors, who sell vast quantities in cardboard containers.

Nor will you be able to buy fish and chips that have been cooked in the same premises as the shop that sells them.

These are just a few oddities of the new Sunday Trading law that comes into force on May 1.

Pity The Shopkeeper

We pity the poor shopkeepers who'll have to try to understand it. For it is so complicated that even K.C.s confess themselves baffled by some clauses.

Already two Bills have been brought in to amend it—one to make sure that you will get your Sunday paper.

The mess will grow worse as time goes on. For each local council is given power to fix the Sunday closing hours of certain shops—and they won't all see eye to eye.

Think Again

Of course, a new law was badly needed—if only to stop some of the folly perpetrated under the ancient Lord's Day Observance Act and to protect shop assistants.

But no one needs a law so full of anomalies, absurdities and difficulties. Sir John Simon had better think again.

Subsidised Marriages

Though you may not take it seriously now, there is a growing movement in this country for subsidies or dowries to enable young couples to marry earlier.

It has very little to do with demands for a higher birth-rate. It has a lot to do with appallingly low wages.

When a man gets less than £2 a week—in Lancashire's cotton industry it is often as low as 25s. a week—how can he marry?

We think that higher wages is the right way, but all this talk about dowries may force the hands of those who are supposed to have the welfare of the nation at heart.

Now read what Swaffer says about wages on page 19.

Blunder

House-breakers in America have discovered a new way of forcing safes—with a piece of common material procurable by anyone.

The method has just begun to be used by burglars in this country. As the most effective, silence should be kept about it as long as possible.

It was foolish of the prosecution to give away the secret in a London police court the other day.

War Victims Still Pay

During 1936 no fewer than 7,350 persons in receipt of disability pensions died, but only 646 cases was death accepted as connected in some degree with the man's war service and pension awarded to the widow.

This is yet another instance of the disgardly manner in which the Ministry of Pensions persists in dealing with claims.

Gas Grouse

A JOHN BULL reader complains that a local gas company go to Police Court instead of County Court to recover debts. The man who cannot pay his *gas* bill must line up with all the other "criminals."

No matter how sympathetic the magistrate cannot make an order for payments by instalments.

If debtor cannot pay bailiffs may be put in. If he has no distrainable goods, he may be sent to prison. "Why," our reader asks, "should the gas or electricity company be given powers which other creditors have not got?"

Modern Way

The answer is that *all public companies* are so privileged. This right was given to them by an old statute.

Companies are, however, usually extremely considerate in their treatment of consumers who fall into arrears. Only in the last extremity are cases taken to the police court.

The modern way is to make things easier for debtors—not harder. Such a harsh law is entirely out of date and ought to be reformed.

Football Profiteers

Football "fans" who purchase tickets at fancy prices, within a few minutes of the kick-off, from unauthorised sellers outside the gates, have only themselves to blame if they find the tickets useless.

Alfred Young, of Brook Street, Kennington, London, was fined at Bradford last week for obtaining money by false pretences in this way. But the Press reports of the case give no indication of the extent of such frauds.

There are numerous ticket touts at work—hence this warning!

Unnamed Offender

William Cruickshanks, a (Glasgow) police officer, has gone to jail for six months for corruptly accepting money from a solicitor in return for confidential information about police incidents.

The officer was actually receiving £1 10s. weekly for his services.

Why has he been punished? There is nothing to be done about the unnamed offender who bribed him?

Housewives Beware

Housewives should be on their guard against a clever thief who, in the guise of a working mason, or a gas company employee, is very busy just now.

He calls at houses with "instructions to repair the roof," or to investigate some "fault in the electrical wiring," and ransacks as many rooms as possible the moment he manages to be left alone.

In one case he got away with jewellery worth £300 in about 10 minutes.

Ask any such visitor for his credentials!

Success—By Design

We planned her career when she was a baby, and stuck to that plan, says Mrs. Colledge, here seen with her famous daughter

By Mrs. Lionel Colledge

Mother of Cecilia, the Skating Champion

Do you want your son or daughter to be brilliant—perhaps a genius?

"It's up to YOU," declares the mother of one of the most famous young women of to-day. "I could have made my child famous in many more directions than one if I had followed out my plan."

Here, in an interview with John Bull, *she discloses that plan. It is a daring experiment which, we believe, will be of special interest to all mothers and fathers of the land.*

I AM under no illusions about having a clever daughter. People are always telling me so.

They were telling me so in Prague recently. I shall be hearing the same thing in Canada shortly, for I am seeing a great deal of the world as the mother of a famous daughter.

The usual way people have of congratulating me is to tell me I am "lucky" to have such a brilliant child.

Luck, fiddlesticks. They don't know I have a young son who is just as brilliant in other directions.

They certainly don't know that I could have had those children brilliant in other careers besides the ones they have chosen. That's how little luck enters into it.

I told myself twelve years ago, when she was a tiny child, that my daughter Cecilia was going to do big things.

From the start she had a healthy, virile body—and I knew that, given a sound body, the rest would be certain.

I just pursued the plan I had in mind until Cecilia was able to take it out of my hands and pursue it along the same lines.

And the result, I say with all modesty, amply justifies me in recommending a similar plan to every mother and father who wants clever children, and is prepared to make the necessary sacrifices.

The story really begins sixteen years ago, when Cecilia was born to parents who recognised what a great responsibility children were, and were prepared to shoulder that responsibility to the full.

It sounds like boasting to say that about my husband and myself, but it is nothing of the sort. It is more in the nature of criticism of vast numbers of the fathers and mothers of the class to which I belong.

That class is pretty full of mothers who are really determined to do everything in their power for their children as long as it doesn't interfere with their bridge, and of fathers who are just as keen as their womenfolk about their children's careers as long as the boys go in for certain approved professions, and the girls are expected to do nothing at all in the way of working for a living.

My husband and I were not like that. I said good-bye to my recreations and hobbies when I had children of mine. Shall I say that I made them my hobby and my vocation?

And my husband backed me up by registering his belief that you should no more expect a daughter to be a worthless member of the community than you should a son.

So I set myself out to discover all the signs and hints Cecilia betrayed as to the type of career she might be most interested in. Small children soon begin to throw out those hints. The wise parent should always be looking out for them.

And then I made out my "list." That was one of the most important parts of the whole plan.

I began it by telling myself that I was going to keep Cecilia out of all competition with men.

I am one of those women who realise that if a woman is going to do anything really big, she must keep out of the fields in which men compete.

Ardent feminists need not rush forward to tell me about women who have beaten men in one direction or another, for I know all the answers. I can put the matter in a nutshell.

I admit, with them, that there is no sharp dividing line between the sexes. But I don't admit that the sexes are equal.

I say the sexes merge at the point where women are brilliant women and the men are reasonably gifted. In other words, the exceptional woman is better than the mediocre man.

But I didn't plan for Cecilia that she should be merely superior to the mediocre man, so I determined that she should be kept out of the way of male competition altogether.

Very well, I could get on with my list.

I took the child to small dancing classes, and noticed that she picked up her steps quicker than anybody else. So dancing went down on my list.

It went down, however, with this very important fact set against it: that a male partner usually enters the question, and that a woman is very dependent on that partner for her success.

No, other things would have to be considered before we planned for dancing. . . .

Music? We had noticed that Cecilia was very musical, which was in the natural order of things, seeing that I had been a pianist.

Music suggested singing. We should have to wait some time before we could be really sure of her voice.

Soon I had singing and skating at the top of my list, and, before I had been able to give proper consideration to the former we had made up our minds. Skating it was to be.

It happened in 1928, when Cecilia was just turned seven. We took her along to the Ice Club to watch the championships, and one girl in particular, Sonja Henie, was dazzling everybody.

Cecilia, who was sitting on the barrier, couldn't keep her legs still while she was watching Sonja. She seemed eager to get down and try for herself. "I'd like to do that, too," she said.

We took her home. Skating seemed to have got into her head and her feet. She skidded about the house on imaginary skates.

We bought her the proper article. Her progress so surprised us that I took her along to see Jack Gerschwiler, the greatest instructor the world has ever known.

Right away he predicted a career for her—and I have met few men less likely to hold out false hopes. I told him I would like him to train her, and within six months Cecilia had gone out to Switzerland to be tutored by him.

That was when she was eight. At sixteen she is following his advice implicitly. I don't believe in anybody giving up a teacher.

At the same time, mind you, I was looking after my boy, who is now eighteen years old. He is just as good a skater as his sister. He is stronger at it than she, and naturally looks to ice hockey rather than what he calls "sissy stuff."

He'll play for England one day. You'll see. I can't ordain it, but I predict it.

I haven't sent them away to school. That has been part of my plan. I would never send any child away to school. That's too much like pooling children, and bringing them down to one level.

Besides, you can't get good husbands out of boys who spend years away from the company of their mothers and sisters.

But to return to Cecilia, as I have treated her as my illustration throughout.

Within two or so years of embarking under the trainer I chose she was off to compete in the Olympics in America—a girl of eleven.

At sixteen she was only just overshadowed by the great Sonja Henie in the last Olympics—and then by the merest fraction.

She is champion of her country: champion of Europe. The plan is now in her own hands. It includes the world championship.

Last step of all in her scheme of things—top of the ladder, as far as she is concerned—might surprise some people. Marriage: no less.

While she has been training to be a world champion, she has been training just as eagerly to be a perfect housewife.

She can stand up to any girl of her age at cooking and the domestic arts.

For, take it from me, both my girl and her brother want to take their part in marriage when the time comes. They want it to be a highly successful part.

And not until that last success is achieved will I consider my work really well done, the family plan fully and properly carried out.

Exclusive Informations Directed by Sir Wyndham Childs

LOOK BEHIND THE PICTURE

MOST likely you will have found in your letter-box recently a charming picture of a mature, smiling, contented couple who are seemingly happy at the provision they have made for their declining years.

The picture is accompanied by an offer which purports to promise sunshine in full measure to you. This is part of a gigantic postal campaign which has already touched almost every part of Britain.

It is being conducted by the United Investors' Co-operative Society, Ltd.

The society, about which enquiries are daily reaching us, operates from 15, Berkeley Square, London, and its directorate is composed of the Viscount Brentford (son of the famous "Jix"), Sir Francis Price, Bt., J. Bennett Rubens, F.C.A., C. T. Llewellin Jenkins, and J. M. Buchanan.

* * *

"Are you aware," one leaflet asks, "that your savings can earn 4½ per cent. free of tax—equivalent to a yield of £5 18s. per cent. per annum—in co-operative property investment?"

A well-produced brochure invites individual investments from £5 to £200, and small investors are specially favoured, apparently because the society's scheme offers them investment facilities with the "same class of security and higher income return that have hitherto only been available to those of greater means."

The nominal capital of the society was originally limited to £500,000, but it is to be gathered from its literature that it has made such strides that this figure has now been increased to £1,000,000.

Briefly, the profits it aims to make so safely are derived from the investment of members' money in various groups of properties—shops, private residences, residential flats, offices and business premises, and "in other channels in which the society itself has investments and interests."

The United Investors' Co-operative Society, Ltd., is not, as might easily be imagined, a limited liability company subject to the rigid regulations of the Companies Acts.

It is registered under the Industrial and Provident Societies Acts, the provisions of which are as loose as they are hopeless, and have for long been in need of stringent amendment.

This fact is a vital one to remember. For, though the appeals the society makes for funds are absolutely indistinguishable from those made by limited liability companies, it is under no obligation to disclose the facts, figures and details which may mean so much to investors and which limited liability companies are compelled by law to furnish.

The latest filed report at the Registry of Friendly Societies office is a remarkably unsatisfying document in this respect, and shows that up to March last £256,000 had been invested in the society.

A brief list of assets gives £373,263 as "invested in freehold and household properties," but there is no detailed information as to what the precise investments are, where they exist, how they are held, what their marketable value is, or on what terms they were bought.

We are certainly not impressed by the fact that a considerable amount of the society's money stands in the name of a concern called the Stadaconda Rouyn Mines, Ltd. This is a Canadian venture whose shares are not quoted on the London Stock Exchange.

A paradox is created, too, by circulars which have lately been sent to people who, despite the attractiveness of the proposition as outlined in earlier printed matter, have not "bitten." The new circulars state that, in view of a large and increasing number of applications, the Board has decided that an entrance fee of 1s. per £1 investment will in future be charged on all sums accepted. Generously, however, this shilling per pound will not be taken from people who had previously been in touch with the society for particulars, provided they become members by a stipulated date!

A report of the directors of the society which became available a few days ago showed that a sum of £592,817 has already been subscribed. "During the past year," the report declares, "the value of the properties and investments of the society have been more than trebled and now amount to £1,158,744."

Small investors would be best advised to study the conditions under which the society operates rather than the pretty pictures in its literature.

Faster progress with slum clearance is necessary, but it should not be accompanied by robbery

£40,000 FADE-OUT

CONCERTED police action has begun in earnest against fraudulent "brokerage" firms which have been exposed in these pages.

To our black list we must add another name—that of Spencer, Bradley and Co., Ltd.

This concern has been operating from Gresham Street, in the City of London, where for some months a Mr. Robert Roberts has been in charge.

His name appears on all the firm's printed matter and his signature on most of its letters.

Suddenly, this interesting firm has decided to close down, and its eagerness to do so coincides with the fact that numerous complaints are being made about the Spencer Bradley company by people who had been relieved of large sums of money in most questionable circumstances.

As is usual with firms of this type, Spencer, Bradley and Co. issued impressive literature advising clients to invest capital in an "improved plan to secure larger profits," and broadcast a bogus financial paper with the title *Investment News and Views*.

A typical case is that of a Newtown (Montgomeryshire) man who, after replying to one of the circulars of Spencer, Bradley and Co., received a visit from a loquacious agent who gave his name as Daniel Davies.

When Davies had finished his story, the Newtown dupe handed over 6,000 shares in a dividend-paying company in the belief that he would get larger profits in another concern whose shares he was given in exchange.

The shares he took would, he was told, soon be worth 32s. 6d. each. Actually, they have proved to be worthless, but the Gresham Street company sold the good shares.

Before Spencer Bradley and Co. shut up shop, the deluded investor began legal proceedings, but he has now abandoned them on legal advice that he would only be throwing good money after bad if he continues.

This is true. We have found that Spencer, Bradley and Co., possessing a paid-up capital of only £2, has obtained more than £40,000 from investors by similar methods.

The people who have been associated with the company should be required by the police to account for this large amount, obtained in such an audacious manner.

Progress and Plunder

A SLUM-CLEARANCE [illegible] Bury, Lancashire, like [illegible] jects in many other parts [illegible] country, threatens to bring [illegible] misery and extreme hardship [illegible] people whose homes or business[es] [illegible] the Freetown area.

The shopkeepers in the district [illegible] been informed that no compensation [illegible] be paid when their property [illegible] demolished.

A JOHN BULL representative [illegible] visited the area found that those [illegible] worst plight are shopkeepers [illegible] conducting profitable business[es].

Most of them have invested [illegible] of their savings in small shops [illegible] under the clearance scheme. [illegible] fronts them and they will be [illegible] from comparative prosperity to abject poverty.

Take the case of a woman who has lived over her restaurant in Bridge Street for twenty years. She purchased the shop in 1934 from the executors of her father-in-law's estate for £200. In addition, £30 has been spent on fixtures and £75 on thoroughly repairing the premises inside and outside.

A prosperous little business has been built up, which gives employment to the proprietress and two other adults.

If this shop is demolished without compensation the owner's capital will also disappear and, at the age of sixty-three she will be forced on to poor law relief or into the workhouse. She will lose everything, but she will still be in debt to the building society which advanced part of the original purchase price.

* * *

Turn now to the plight of a young man. He has a bakery and grocery business in Bridge Street. In 1931 he bought the shop, with his savings, paying £140 for the goodwill and fittings. Since then he has spent £100 on equipment.

This young man, who had had his right leg amputated after a road accident, has built up a prosperous business but if the clearance scheme is carried through as planned, he will be left penniless of everything and, with his wife and two young children, will be brought to poverty.

Not far away is a greengrocer who two years ago paid £400 for the goodwill, fittings and fixtures of his shop. Since then another £100 has been spent on improvements.

Trade has increased substantially but the clearance scheme without compensation will mean ruin and the loss of their all to this man and his family.

Farther along Bridge Street is a newsagent's shop which the owner purchased only last May for £450. He also stands to lose everything.

These are typical instances of hardship and loss which will be the consequence of the present intentions of the authorities.

JOHN BULL, while pressing for greater progress in slum clearance, protests at the manner in which owners of small businesses are being robbed.

We have dealt with similar cases of exploitation at Sheffield, Great Yarmouth, Hastings and many other towns throughout the country where thousands of people have been victimised in the name of civic improvement.

Injustice has been piled on injustice but this system of legalised robbery is being practised with still greater ruthlessness.

At Bury there is to be a Ministry of Health enquiry and we take this opportunity to appeal for justice to those who are facing the future with despair in their hearts.

Quash This Conviction

WE commend to the attention of the Home Secretary the circumstances of the prosecution and conviction of a young servant girl at Whitley Bay, Northumberland.

The conviction should certainly be quashed.

Miss Doris Earl was in the domestic employment of Mr. Sidney Badsey, of Shaftesbury Avenue, Monkseaton.

She was dismissed by him, and her request for a month's wages in lieu of notice was refused. An offer of a week's wages was made, but she declined to accept it.

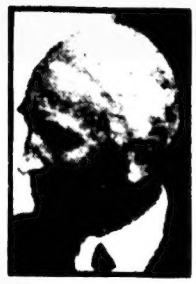
Resenting her employer's treatment, Miss Earl took from his house a money-box containing about fifteen shillings.

Clearly, the girl had no intention of depriving Mr. Badsey of this money. She did not make any attempt to break open the box.

Instead, she took it to the office of a solicitor, who properly advised her to return the box and said he would write to her employer demanding her full month's wages.

He did so. When Mr. Badsey received the lawyer's letter, however, he did not pay the money, but launched a prosecution for the theft of the box.

He went into the witness box at the hearing of the charge and only then said he would pay the girl her wages if he was legally liable.



Sir John Simon, Home Secretary

We are surprised that the magistrates ever entertained a prosecution in these circumstances. But they did much more than that.

They convicted Miss Earl, who has a spotless character, and fined her fifteen shillings!

The erasure of this conviction should not give the Home Secretary need for second thought.

MONSTROUS BLUNDERS—

ting occurrences in connection with the mental ce have to be brought to light to emphasise the ial investigation of the facts.
n one institution—the county asylum of Hert- wn as Hill End Hospital, at St. Albans.

Y'S *lum* EAL

nt scandals JOHN to make known in h lunacy adminis- worse than a case ed in Hertfordshire. son of a London Banks, of Swanley ms—has been cer- ed in the Hill End and Nervous Dis-

—which, for all its lunatic asylum— n put in the com- insane.
nervous depression ng a severe attack ne ago. It was for father desired he He had no idea, of nsented to hospital ard would be shut tions.
ests have been in ve the boy restored nsferred to another th refusal. Their declared, has been e with the law and etention.

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ather and mother dealt with sympa- ologically after an to illness.
a mangel-wurzel house window and dered condition in Nothing had been was due to appear ourt on a breaking-

parents decided on They were visited er and a doctor and nacy was signed in home.
nks have been dis- ering that their boy hirty adult maniacs

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rliament sanctioned de voluntary treat- pitals for cases like

being made a dead- sistence on certifica- eless and inhuman and insanity cases, in the out-of-date

s is not promptly conditions under eld, the Minister of answer a challenge Commons to the system which his ances.

m Threatened

ecent article bearing he Town Clerk of that all his Council tter is to notify the ncil, in accordance the girl concerned the age of sixteen, e cease to be under e Barking authority. ly give publicity to still maintain that e to follow the career rranged for her.

Leonard Banks, a sturdy lad, won numerous trophies in athletic contests

Woman's Death Mystery

FOR fifteen years Mrs. Annie Johnson had also been an inmate of the Hill End Hospital referred to in the previous column.

Mrs. Johnson has just died in the institution, and it is most essential that the circumstances of her death should become publicly known.

When an internal operation had to be performed on the woman thirteen months ago, the relatives were duly informed.

Mrs. Johnson seemed to make excellent progress after the operation, and appeared to them, when they saw her a few weeks ago, to be in better health than she had ever enjoyed in the institution.

They were astonished, therefore, to receive a telegram announcing her death.

On the same day a letter of confirmation was received from the authorities, but, surprisingly, *it did not contain the slightest reference to the cause of death.*

Disturbed because of their knowledge that Mrs. Johnson had seemed so well recently, the relatives again demanded to be told the circumstances of the woman's death.

Again there was no effort to give the smallest explanation.

A third request was more successful. The reply to it stated that death was due to heart failure.

"The heart," the letter went on, "was found to be in a poor condition, although she had not shown any previous symptoms of this."

JOHN BULL has to reveal that a coroner's enquiry was held.

And it was disclosed that Mrs. Johnson's death had been accelerated by peritonitis.

And the peritonitis was caused by a gauze swab having been left in the woman's stomach at the operation thirteen months ago!

Why the authorities did not reveal these things or the fact that an inquest had to be held to the relatives cannot be explained without official investigation.

When a patient dies in an asylum it is required that notice of death should be sent to the coroner.

This was done, *but the fact of the discovery of the swab was not mentioned in the statutory report to the coroner.*

Scandalous Bank Smash

MANY families in Britain have been left penniless by the collapse of a banking firm known as the Italian Bank, Ltd., whose principal operations have been conducted from Glasgow, Edinburgh and Dublin.

The concern is now in the hands of a liquidator, who, when he made a preliminary survey of the bank's position to some of its clients the other day, was told that it was "a case for machine-guns."

It is certainly a case for investigation both by the Foreign Office and the Board of Trade.

* * *

The Italian Bank has been conducted chiefly by a Mr. Mario Olivieri, who holds 4,998 of the 5,000 £1 shares. The remaining £2 is in the name of his brother, who is in Italy.

It was given out when the bank closed its doors two months ago that financial difficulties had arisen simply because moneys due to it were "frozen" in Italy and could not, for the present, be transferred to this country on behalf of the bank's customers and creditors.

It was said that more than £100,000 of the bank's money was being temporarily held up in this manner.

JOHN BULL refused to accept that statement at the time, and information which is now available fully justifies the belief that enquiry will reveal other reasons for the collapse.

The supposed assets in Italy are of no real value. For instance, a claim that one man in that country owes the bank £50,000 has no foundation, because he possesses no assets.

There can be no question that the Italian Bank has never been on a sound footing.

* * *

No capital, we find, had been subscribed for in cash, and the bank has never at any time worked at a profit. Management expenses have been high—several times what they should have been if the bank was to have been conducted profitably.

A wholly wrong impression, the liquidator has already found, has been created that the creditors will eventually be paid in full. What assets there are will take a long time to realise, and the amount which might be received from them cannot be ascertained even approximately.

The falseness of the optimism bred in the clients and other creditors of the bank is apparent from such examples of administration as an entry in the balance-sheet showing the value of the lease and fittings of one of the offices at £5,000. They are actually not worth more than £30.

If any good could possibly come out of the sad plight of the great number of people in this country who are suffering in consequence of the Italian Bank's debacle, it should be in the form of increasing the facilities to members of the public to obtain information regarding the financial position of any company in which they may be interested.

The law requires, for example, that every banking concern should have a statement of its affairs on the walls. The statement displayed in the branches of the Italian Bank was so framed that the true position could never have been revealed at any time even to an expert examiner.

So carelessly have the records of the Italian Bank been kept that, we understand, the liquidator has had great difficulty in discovering all the creditors. Even after two months' search he is certain that he has not reached every one.

The trail of tragedy left by the bank's operations is aggravated by the fact that practically all the depositors are working class people.

EVEN WORSE THAN THE NAZIS!

SOME weeks ago we revealed that motorists appearing in court on technical or trivial charges are now having their fingerprints and other personal characteristics recorded on the crimes files.

More astounding has been the experience of four householders — three men and a woman—in Hamilton, Lanarkshire, who were each fined 2s. 6d. for allowing their house chimneys to be on fire.

After leaving the dock, they were escorted to a room, and had to supply a budget of personal details.

They were then placed against a wall, had their height measured and the colour of their hair, eyes, tattoo marks, and the like recorded in the register of criminals.

BLIND GUNNER MARTYR

SEVEN years' service with the Royal Tank Corps, mostly in India, has had a terrible sequel for Mr. Harold Dare, of Newtown Road Birmingham.

Ex-Gunner Harold Dare

This young man was discharged from the Army in 1930, ruined in health, and is now in extreme poverty without a pension.

He joined the Royal Tank Corps fourteen years ago and was sent to India after brief service at home.

His health broke down and he suffered from rheumatism heart trouble, and, worst of all, a partial blindness. He was in hospital after hospital at Poona, Cawnpore, Calcutta and elsewhere.

Eventually he was discharged and sent home as medically unfit. For five months he received an allowance of £1 a week, which was ended although his condition remained unchanged.

Appeals have been made to the authorities without success. Yet Dare was a fit man when he joined the Army. He is now practically a complete cripple, suffering also from blindness.

Any chance Dare had of obtaining employment has long since disappeared, and he and his wife and children are now destitute.

Relatives, who are in poor circumstances themselves, do what they can to help Parcels of groceries are taken along at the week-end, but these little gifts mean hardship to those who give.

Actually life for Dare and his family has become a tragedy. His service to his country has left him so broken that it is impossible for him even to rise from a chair without assistance.

* * *

The scandal of the endless procession of disabled soldiers who are turned adrift without mercy will not be removed until Parliament sets up an independent tribunal to deal with Regular soldiers' pensions claims.

Again and again the authorities have been challenged to give reasons why this should not be done. They cannot offer one.

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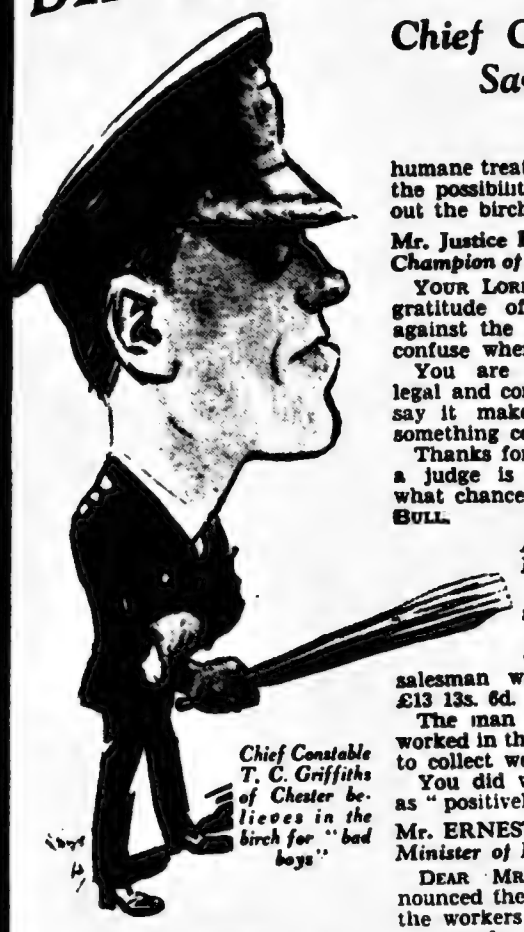

Chief Constable T. C. Griffiths of Chester believes in the birch for "bad boys"

DEAR MR. GRIFFITHS,—Your strong words on the advisability of birching boys echo statements made far too frequently within the last few

Reform organisations are trying to a sufficiently long treatment, there will demand for the birch. two years ago you on that juveniles were pampered. Now you claim being justified, because in youthful crime. your statement you Chief Constable of Chester, trouble from members of Boy Scouts and girls.

which organisations but I do know that they offenders. Have you that? If they did, they in a day.

Home Office holds that one in children birched is in trouble within a month, and that four-fifths of children birched are convicted of serious offences in two

stamp out of your mind children are being pamthe birch has any cura-

* * *

not convinced by logi- at the parents' side. Ealing boys stole money boxes they were ordered to the parents refused to unpleasant ceremony. mind could have con- invitation I do not know, interested to learn that mothers fainted on hearing

may have heard of the Ontario who thrashed of a microphone so that could "benefit" from the

that many children with terror. hs. birching is no remedy If it were, juvenile crime been stamped out by the floggings of the past. all go on making mistakes as there are human beings. Sane, humane treatment will rescue them from the possibility of a life of crime—without the birch.—JOHN BULL.

Mr. Justice BENNETT,
Champion of Plain Speech

YOUR LORDSHIP,—You have won the gratitude of all people by protesting against the use of phrases which only confuse where they should explain.

You are annoyed by "and/or" in legal and commercial documents. You say it makes something simple into something complicated.

Thanks for these few hard words. If a judge is muddled by such phrases, what chance has the plain man?—JOHN BULL.

Alderman DENTON,
Birmingham Magistrate

DEAR SIR,—All those who suffer from low wages will thank you for the strong comments made when a salesman was fined £10 for stealing £13 13s. 6d. from his employers.

The man was paid £2 a week. He worked in the tailors' shop. He also had to collect weekly payments.

You did well in describing his wage as "positively disgraceful."—JOHN BULL.

Mr. ERNEST BROWN,
Minister of Labour

DEAR MR. BROWN,—You have announced the great Coronation bonus for the workers on the Means Test. Half-a-crown for the father and a shilling for each dependent child. Total cost will be about £100,000.

You may feel that the nation has been advised that that is a bonus. I regard it as one of the meanest acts perpetrated by a nation that proposes to spend £1,500 millions on armaments.

Even if you change your mind and double the bonus it will still be too little and still far behind the generosity of private employers. JOHN BULL.

Mr. L. DU GARDE PEACH,
Playwright

DEAR MR. DU GARDE PEACH,—As the author of more than 100 plays enjoyed by millions of radio listeners, you are surprised and indignant because the B.B.C. suddenly banned your fantasy on the arms racket.

"Patriotism, Ltd.," is the name of the play. "Timidity, Unlimited," caused it to be banned.

Mr. Baldwin would not have objected to the play. Perhaps the B.B.C. is afraid of the diehards who have been shouting "Left Bias" so loudly.—JOHN BULL.

Lord LONDONDERRY

MY LORD,—I commend your good taste and tact in now resigning chairmanship of one of the meetings of the Welsh National Eisteddfod.

Your reason is that the invitation has not met with universal approval in Wales.

Some Nationalists maintain that the Eisteddfod was becoming "too English." And even the fact that one of your grandmothers was entirely Welsh does not reconcile them to the prospect of your displacing a Welshman.—JOHN BULL.

Sir SAMUEL HOARE,
First Lord of the Admiralty

DEAR SIR SAMUEL,—You still have time to rectify the unfair attitude your department has taken in allowing only serving and retired officers and their friends to apply for seats allocated to you in the Government stands on the Coronation route.

What of the men in the ranks? They cannot apply for tickets.

You will notice that the Air Ministry does right in inviting applications from officers ex-officers, airmen and even civilians in certain categories of the R.A.F.

All three Services have been allotted seats, and applications should be open to everyone, irrespective of rank.

Please show this letter to your colleague, Mr. Duff Cooper, for the same thing applies to the Army.—JOHN BULL.

Mr. E. M. RICH,
L.C.C. Education Officer

DEAR MR. RICH,—I read with a great deal of satisfaction your defence of the gang spirit among children. You say it is natural and arises wherever children are together.

Child-lovers all over the world know that, but too often they are shouted down by cranks.

You say, too, that cinemas are not to blame. Why, long before films, Mark Twain made our sides ache with his tales of a gang of children. They never became gangsters.—JOHN BULL.

Mr. MALCOLM CAMPBELL,
Applecross, Ross-shire

DEAR MR. CAMPBELL,—Such obedience as yours is a rarity. Haled before Applecross Kirk Session, you faced charges by the Free Presbyterian Church elders that you had broken the Sabbath by sticking to your job as steward on a ship that began a trip late on Sunday night.

As a sign that you admit the right of the elders to persuade you to do as they think, you have given up your job.

I wonder at your obedience, and hope that the elders of the kirk can find you another job.—JOHN BULL.

Dr. COLLINS,
Sunderland

DEAR DOCTOR,—Some Silksworth miners were having to fight their employers every inch of the way in Sunderland County Court for compensation for nystagmus.

It was suggested to you that the men had recovered and were "recalling" the symptoms of their ailment—in other words, malingering.

Like a flash came your retort: "You don't usually find that in British workmen. They are usually honest."

You won the day for the disabled colliers. Thank you.—JOHN BULL.

Sir JOHN SIMON,
Home Office

DEAR SIR JOHN,—Soon a baby will be born to Mary Flynn, now serving a sentence in Holloway jail. The baby has done no wrong. But it will bear all its life the stigma of prison birth. Its first early months, when impressions are so important, will be spent in a prison cell. Its first intangible feelings for "home" will be gathered from prison discipline and routine.

Even more cruel—this baby will leave prison, and its mother, after about a year. To be brought up by someone else "outside."

Mary Flynn is serving a long sentence. The child will be seven before they are reunited.

Nobody, however kind and capable, can take the place of its mother to a baby during those early years.

Babies are constantly being born in Holloway. Every time it happens public opinion is horrified into open protest. Here is a fine chance to add to your list of humane acts.—JOHN BULL.

Our Very Special Investigator Takes A REST CURE

I SHALL miss my bath-chair when I leave Bournemouth. All this being pushed about on wheels has taken me back to the days of my childhood.

Once again I see before me my dear old mother's grey hairs as they catch in the thorns of the roses round the door.

"Dear me! How very provoking!" she says in her sweet, resigned voice, neatly ducking as a slate slides off the cottage roof. . . .

But away with sentiment. I must dash the tears from my eyes, bite my nether lip, and blow my nose self-consciously.

Bournemouth has made a new man of me. I shall return to duty, not merely a Very Special Investigator, but an Extra Special Investigator.

My rheumatism has disappeared, my ingrowing toe-nail is now growing forwards instead of sideways, my warts are no longer wart they were, my writer's cramp and my humorist's throat (a complaint resulting from laughing at my own jokes) are completely cured, and my lumbago has lumbagone.

* * *

It is partly due to taking the waters here. Of course, the waters are very strong so my doctor advised me not to take them neat. I have found it best to dilute them with whisky. . . .

Then there is the pine drill. Every morning our attendants wheel us in our bath-chairs to a neighbouring copse and, while they read the racing news, we do deep-breathing exercises.

As we breathe in, the pines, drawn by the suction, gracefully bend towards us, and as we breathe out again, they sway back to their normal straightness.

Of course, we can only do this with the saplings. The older trees might snap under the strain, and most of them have a notice printed on the trunk: "Please do not sniff too hard."

I have had a certain amount of trouble with my bath-chair attendant.

He is really a most unreasonable man. He always wants to push me downhill instead of up.

In the end I told him that the higher the hill he pushed me up the longer would be the hill he could push me down again afterwards.

So the impudent fellow said he would meet me at the top. . . .

Still, I don't complain much. Now there is a querulous old man sitting at the table next to mine at the hotel who is *never* satisfied.

Last night he ordered his Veuve Clicquot as usual, and after a bit he called the waiter.

"Waiter," he said, "that chef of yours ought to be shot. Look at this soss he has sent for the fish. It's not soss at all. It's pure butter melted down.

"Of course, he's a very good fellow and I don't want to get him into trouble, but he can't pretend that this is soss. It's not soss at all."

"Of course, sir, you are quite right, sir," says the waiter soothingly. "Of course, it's not sauce—I mean, soss, sir. I will endeavah to get it rectified."

"Rectified, man! What do you mean? You can't rectify soss! Soss has to be made drop by drop. It's an art! Rectify, pah!

"This soss is only pure butter melted down. Are we tramps in the gutter, waiter, that we are expected to sit down and eat pure butter. . . .?"

* * *

Pure soss, I call it. In the end they gave him some oil and vinegar, though I should have thought he had the vinegar already.

But there you are. That's what bath-chairs do to you. And now I must leave you. My doctor has ordered me to be soaked in seaweed for a couple of hours.

Daddy says

I'm the best advertisement for Fry's Cocoa

The little rascal wouldn't miss his cup of Fry's Cocoa for the world. Last thing at night he gets it. Mummy finds it makes him sleep so peacefully. No dreams; not a movement until the morning. Fry's is so good for him. It feeds and strengthens and costs only 5½d. a ¼ lb. too.

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SEVENTY-THIRD ANNUAL REPORT FOR YEAR ENDING 31st DECEMBER, 1936.

TOTAL INCOME	**£19,182,179**
CLAIMS PAID	**£108,335,477**
FUNDS	**£94,565,273**

ORDINARY BRANCH BONUS.

A simple Reversionary Bonus of £2-0-0 per cent. has been declared on Pearl Policies entitled to participate in full profits.

INDUSTRIAL BRANCH BONUS.

A sum of £758,904 has been set aside to provide Reversionary Bonuses to Policies, with certain exceptions, effected before 1st January, 1930.

Can DOCTORS Cure Crime?

By A. G. GARDINER

—OR THE LAW?

. . . on crime, and the State should develop the attack to the utmost

sarily a person afflicted with a double dose of original sin, born to be a curse to himself and to society from the cradle to the grave, and for whom there is no treatment but the savageries of the law, has been abandoned, and that the idea of reformation has taken its place.

But the methods of reform are superficial, not fundamental. They do not go to the root of the problem. They will not go to the root of the problem until it is realised that the criminal, more often than not, is not a congenital criminal, but a creation of circumstance, of some physical or mental maladjustment, some blighting influence of childhood, some wrong perhaps done by others.

In a word, they will not go to the root until we recognise that the criminal is a subject for the doctor as well as the policeman, for the hospital as well as the prison.

The first advance in this new attack on crime and the criminal has been taken, and it is for this reason that I rejoice in the wireless appeal that has been made for the Institute for the Scientific Treatment of Delinquency.

The Institute was launched some time ago under the auspices of the most eminent doctors of the day, among them Lord Dawson of Penn and Lord Horder, and of other distinguished social reformers, like the Archbishop of York and Mr. H. G. Wells.

On its staff are some fifty specialists —Harley Street physicians, distinguished psychologists and others—who not only give their services free, but sacrifice much in private fees to share in this new attack on crime.

So far the Institute has no hospital of its own. It has temporary accommodation at the West End Hospital for Nervous Diseases.

But with the evidence of the remarkable results which are being obtained, no time should be lost in establishing a permanent clinic for the treatment of criminal delinquents on a scale commensurate with the need.

Let us see how the system works through two or three typical cases. Naturally the criminal comes first before the magistrate, whose co-operation with the Institute is of course essential.

Already more than 200 cases a year are coming under review. They were sent by judges, magistrates, probation officers or worried relations, and cover all kinds of misdemeanour—shop-lifting, embezzlement sexual perversion, vagrancy, and so on.

Here is a common class of case: A boy stands in the dock charged with stealing. He is said to be of ungovernable temper; his mother confesses he is beyond her control.

The magistrate, hesitating to imprison him in an "approved school," sends him to the Institute for observation.

There he is examined for physical defects that may explain his tendencies and for symptoms of unbalanced emotional character that may create a "complex."

Perhaps the trouble is traced to the home, or to an obscure organic disease of the nervous system which can be cured by medical treatment, or his body is starved of sugar, or there are glandular deficiencies which can be remedied by injections.

Or it may be the evil is due to thwarted impulses due to environment, for which six months in a country training camp with plenty of exercise and good food is the common-sense remedy.

Sometimes the criminal tendency is due to a physical ailment, as in the case of a young woman in good circumstances charged with an apparently uncontrolable impulse to steal goods, generally of little value

Under examination she was found to be suffering from a spinal complaint, which having been diagnosed, treated and cured, she was left free from her criminal instincts.

In many cases evil habits are found to have their origin far back in childhood in events—resentment against a parent, ill-treatment from a step-parent, and so on—which have warped the mind and left it under a shadow which discreet treatment is often able to disperse completely.

Many cases of perversion are similarly due, not to pathological causes, but to accidental associations, in which event they are found to yield to pyschiatry.

It is not suggested, of course, that all criminal instincts are removable by scientific treatment.

The prison will never be wholly displaced by the hospital, nor the policeman by the doctor.

But the experience of the Institute has shown that there is a high percentage of criminals who are permanently curable either by physical or mental corrective.

I am assured that in the cases so far dealt with there has been only one relapse in ten.

If this is only approximately true, the experiment should not be starved for lack of funds or left to the self-sacrificing initiative of the doctors and psychologists.

They have blazed a new path in the attack on crime, and it is for the State to develop the attack to the utmost possible degree.

Every criminal turned into an honest citizen is an asset to the community. We spend vast sums on prisons which at the best can do little or nothing to reform criminals.

It would be true economy as well as high humanity to spend something to cut off the supply of criminals at the source by the application of the marvels of science which are now at our command.

Butler's paradox contains an irrefutable truth. Crime is in large measure a disease.

In so far as it is a disease, let us send it to hospital where it can be treated as a disease with the object of effecting a cure.

THE HUMAN MACHINE

MORE and more people seem to be losing the art of doing nothing—which is a pity. For to do nothing really well, to do it thoroughly and of set purpose, to do it deliberately and to know why you are doing it, really is an art.

It has nothing whatever to do with being lazy; to be lazy you must consciously avoid doing something that you know ought to be done and is waiting to be done. To do nothing is to rest and relax, to refuse to do anything, to have a positive point of view about inaction, instead of a negative attitude towards action.

Yes - there's a world of difference between relaxation and laziness. The one is oil on the machine. The other is rust on the machinery.

It's all a little difficult to explain simply, because relaxation is so closely tied up with work. No one can relax properly unless work has first been well and truly done. But so few people, even when work has been well done, know how to relax. So many people regard doing nothing as just a waste of time. Their work is allowed to itch away in their minds and destroy any possibility of real rest.

To sit in a chair for ten minutes a day and just moon is better than this. It's a rest, and allows mental wear and tear to repair themselves, and energy to well up again ready for the next job. You can't keep going at full pressure all the time.

But the real secret of relaxation is thought-control. It is the ability to switch the mind off one set of rails, completely and absolutely, and to turn it—without any back thoughts whatsoever—on to another set. Unless you can learn to do that, you can never learn to rest and relax.

Learn to control your mind so that you can learn the art of resting. Once you can do that well you will be twice as efficient as you are now.

Be Smart this Spring!

3/- DOWN WITH COUPON

Brings this attractive 2 piece

COAT AND SKIRT

Exclusively fashioned in all sizes as illustrated **18/11**

Just imagine yourself in this delightful new style spring ensemble! Hollywood as well as Paris have dictated the fitted lines, pleated sleeves, slightly puffed shoulders, and this new neck line that is so becoming for both the petite and the full figure.

The very first time a value of this sort has been offered in Great Britain! Three-quarter coat and Skirt . . . both together for only 18/11! We are modest when we say that you would expect to pay more than this price for the Coat alone. Genuine Northmoor quality . . . and only 3/- a month to pay on the **Marshall Ward Thrifty Credit Plan.**

- **SMART "HI-FLECK" TWEED**
- **GUARANTEED 100% ART. SILK LINING**
- **TAILORED WITH NORTHMOOR QUALITY FINISH**

Let us send you this outfit "On Approval" for free try-on and examination. See for yourself how really becoming it is . . . make certain that you could not match it for cash anywhere. Then, if you are delighted, pay the few shillings a month which you will never miss. **This is just a typical example** of the special values Marshall Ward are offering . . . to introduce their complete lines of personal wearing necessities and household goods . . . all sold on their direct mail Economy Plan, with an absolute guarantee of NO CHARGE FOR CREDIT.

Just as the "swagger" style was so popular last Season, so this new fitted French and Hollywood style will be even more popular this Spring and Summer. Be first to have this new model.

Newest version of the Peter Pan military style collar, which goes so well with the fitted lines and new shoulder effect . . . the style you will find on all the exclusive models this Season. Notice the six fancy buttons . . . two pockets stitched to match the collar . . . and the neat flare at the hem of the coat. **Notice also the skirt:** cut on good-fitting lines with generous hem, deep inverted pleat at both centre back and front. Remember! **This is a double-purpose outfit.** A smart three-quarter Coat Suit that you will wear throughout the Spring, and also you will want to wear the Coat separately with your frocks.

COLOURS: Dark Coronation Blue, Verdi Green, Medium Grey, Fawn Brown.

SIZES: Hips 34, 36, 38, 40, 42 inches. Skirt lengths 30, 32, 34, 36 inches. **Be sure to state hip size, skirt length and colour.**

NO CHARGE FOR CREDIT TERMS

Marshall Ward was the first house in Great Britain to offer you the opportunity to save money on necessities with absolutely NO CHARGE FOR CREDIT on our "Sensible" Monthly Payment Plan. In addition, we actually sell below cash dealers' prices on each of our specially advertised lines all bought at rock-bottom cost to enable us to give you wonderful bargains. We invite your comparison, and only ask the privilege of showing you our styles "On Approval" for your FREE examination. Post your order to-day.

POST THE COUPON TO-DAY AND WEAR WHILE YOU PAY.

To MARSHALL WARD, Ltd., Mare Street, London, E.8.

I enclose 3/- for Special Offer Coat and Skirt, No. B2E4001, to be sent to me "On Approval." If I return the Coat and Skirt you are to return my full Postal Order and also cost of return postage. Otherwise, I will pay 3/- each month until your special price plus 9d. postage is paid.

Hip size.....Skirt length.....Colour.....

NAME { Husband..... Wife.....

Address.....

.....

Town..... County.....

Occupation.....

J.C. 6.3.37

MARSHALL WARD LTD
MARE STREET, LONDON, E.8

Look after your NERVES and your nerves will look after YOU...

TREACHEROUS weather! You must take extra care of yourself. Precautions such as wrapping up and keeping yourself dry are not sufficient. Go right down to the root of the matter—your *nerves*. Your nervous system is your own police force which keeps your whole body in order from within. It must be replenished sufficiently to give it the strength and vitality to resist illness and to keep you well. Phosferine is the finest of all elements for the nerves. It stimulates the vitamin activities so necessary and beneficial to the whole body. The result is you begin to feel the benefit of Phosferine almost as soon as you have taken it. Start protecting yourself with it to-day.

Build up your nerve resistance on

PHOSFERINE

BRAND TONIC

The Greatest of all Tonics

for	for	for	for
DEPRESSION	BRAIN-FAG	INFLUENZA	ANAEMIA
HEADACHE	NEURALGIA	RHEUMATISM	DEBILITY
INDIGESTION	SLEEPLESSNESS	SCIATICA	NEURASTHENIA

From Chemists, TABLETS or LIQUID, 1/3, 3/- and 5/-

The 3/- size is nearly four times the 1/3 size; you save almost 2/-

WARNING. THE PUBLIC IS WARNED AGAINST PURCHASING WORTHLESS IMITATIONS.

"John Bull" Guarantee.

EVERY article advertised in "John Bull" carries with it a "money-back" guarantee:—

All foods, food products, toilet preparations, medicines and drugs, and other articles capable of a laboratory test which have been approved by our experts are marked—In the case of medicines and drugs we guarantee that if they are taken or applied according to the directions they will have no injurious effects.

Naturally this guarantee applies only to manufactured articles, but every care is taken to satisfy ourselves as to the bona-fides of all advertisements in "John Bull." Any complaint must reach us within one month from the appearance of the advertisement in "John Bull," and in the case of dispute the decision of our Managing Director shall be final.

ODHAMS PRESS LIMITED, Proprietors of "John Bull."

For Women... for Men

There is still no dressing for the hair which compares—as a means of imparting lustre and promoting luxuriant growth—with

Ogee Old English Oils VIOLET or JASMINE

2 oz., 4 oz. and 8 oz. bottles; 1/-; 1/6; 2/6. From All Hairdressers, Stores etc. O. C. & Co., LTD., LONDON, W.1

Ryders' SEEDS for results

Send a p.c. to-day for Ryders' magnificent Coronation Year Seed Book — FREE. 122 pages. Many beautiful coloured plates. Novelties—old favourites. RYDER & SON (1920), LTD., Dept. 16, ST. ALBANS.

NIGHT-LIFE SECRETS EXPOSED—3

"SCOTLAND YARD visited a number of West End establishments and ordered the destruction of 38,000 foreign magazines. Their action followed orders from the Home Office for a 'round-up' of undesirable literature which is coming into this country."

This a newspaper paragraph a few days ago.

In the same week Henri Bonnaire, trading from an address in High Holborn, appeared before the Lewes (Sussex) magistrates in relation to the importations of alleged improper publications. The Customs and Excise had brought the charges. The books concerned had come to Newhaven from France.

In spite of a spirited defence by Mr Bonnaire:

That the publications concerned were of a different character from most of the unpleasant stuff which reached this country;

That he himself had been trading here for thirty-two years and was known to learned societies and Government departments;

That he had been an adviser and unofficial censor to the Home Office who had done his best to keep London clean in the way of importation of obscene materials.

The Bench ordered the destruction of the consignments and granted the prosecution £21 costs.

★ Almost every week since the beginning of this year there have been similar reports of police raids and prosecutions of bookshops and private dealers in indecent literature and prints, followed by heavy fines or imprisonment.

There has never been such a campaign against the "muck merchants."

Every Government department has received special instructions.

The Customs and Post Office are active as well as the police; the Borstals have been circularised; there have been meetings of Chief Constables; Sir Edward Tindal Atkinson, the Public Prosecutor, has been giving lectures to lawyers and students on "The Law and Practice Relating to Indecent Literature."

It is all part of that official concern about the sinister changes in the night life rackets, of which JOHN BULL has spoken in previous articles in this campaign.

The "muck market" comes within the scope of the frantic police efforts to clean up the vice industry which is now spreading nation-wide.

And not before time. For the trade in printed and photographic filth is immensely profitable, and flourishes on a scale undreamed of a few years ago.

Do you know what a "blue" or a "flick joint" is?

It is a kind of illicit cinema, established in an upstairs "studio" or a basement room, which has once housed a night club.

It shows obscene moving pictures. There are at least half a dozen of these "blue" cinemas now established at various places in the jungle of "night life" streets adjoining Piccadilly Circus.

The "show" usually runs in two programmes, from midnight onwards. Patrons are "introduced," as a rule, from certain night clubs and bottle parties. The entrance fee charged ranges between £3 and £5 5s.

"Clients" are provincial business men, foreign visitors, or people "up West for a good time."

At one point in the good time he is having in a particular night club the "hostess" will suggest: "Would you like to see a 'blue'? We are making up a party. Of course, it's private and you must keep it to yourself. But if you like to be 'sporty' about it I can get you in."

Naturally, she has explained to the client what a "blue" is—but she has neglected to explain that she gets a fat commission, at least a guinea, from the proprietors of these secret cinemas for bringing him.

In one of these places I visited (writes a JOHN BULL investigator) there were about fifty present.

Allowing for the fact that some of the patrons present had refused to pay for the introducers as well as themselves, there must have been at least forty paying clients.

At four guineas entrance fee the owners must have been taking a handsome profit. And since this "flick joint" gave shows on perhaps five nights a week they could well afford to pay any police fines if caught and even L.C.C. penalties for running cinemas without adequate safety precautions.

This "blue" party was in an upstairs room in a Soho street. There was no seating in rows; the clients sat at tables placed against the walls, turning sideways towards the screen, which was placed above what looked like the bar of a café or a club.

The projector was at the other end of the room partly screened by a curtain and mounted on a wheeled platform.

The purpose of this arrangement may be guessed. Perhaps in the event of a police raid the man on the street door could give warning and the projector would be wheeled out through some door at the rear, the screen rolled up and the place would then take on the appearance of an innocent café.

Dim blue lights glowed here and there about the walls, so that it was impossible to notice much about the place or about one's companions.

But more than half the people present were in evening dress and about equally divided as to sex.

I could see cigars glowing against white shirt-fronts and hear the rather nervous, giggling conversation of some of the women present while we were waiting for the programme to begin.

Most of the people seemed quite ordinary. Of the couple next to me the man looked an average City type, and the girl with him—she looked about eighteen—was certainly not a night club specimen.

There was no music, not even a gramophone, and the windows were thickly screened or curtained.

★ The majority, I gathered, had been waiting patiently for nearly half an hour until the place filled up; but a few minutes after I came in I heard a man come up the stairs and say "All right"—and the projector whirred into action.

The programme was appalling. The first film, to judge by the captions (they were all "silent" films) was either Spanish or South American—most possibly the latter.

It was of the type which one has heard of as being shown in certain secret cinemas and in the *maisons tolerées* of Marseilles, Port Said, and Buenos Aires.

When it had run to its foul close there was a wait, which was enlivened with lantern slides of bawdy jokes and limericks and coloured obscene prints.

Then the next film started—obviously made in France by the occupants of a brothel.

After that more interval slides and, finally, some animated cartoons, a sort of obscene satire on "Popeye the Sailor," and their technical brilliance merely enhanced the foulness of the subject.

During the progress of this film a muted gramophone played some vocal record of a scabrous song.

★ There was more than an hour of this kind of thing. Then the same anonymous voice which commenced the "show" called out: "That's all, ladies and gentlemen. I hope you have enjoyed the programme and will come again."

And then, in an imoudently warning tone of voice: "Will you please, for *all* our sakes, leave discreetly. Don't all stream out together.

"I suggest you go out in twos or threes, those nearest the door first."

And so, on this note of anti-climax, rather sheepishly and furtively, the women more silent than they had been at the beginning, the crowd herded itself out under the dim blue lights.

To make room, no doubt, for

(Continued on page 38)

GREAT *Coronation* SOUVENIR

THIS week, on the centre pages of this issue, JOHN BULL announces details of its Presentation of "The Coronation Book of King George VI and Queen Elizabeth," a magnificent £1 1s. presentation work which will place in your home a dignified memento of a great event in your lifetime.

The handsome 512-page volume, specially produced for the occasion, tells in nearly 400 pictures the life story of Their Majesties and the two Princesses from childhood days right up to the beginning of 1937. A vivid 40,000-word narrative accompanies the illustrations.

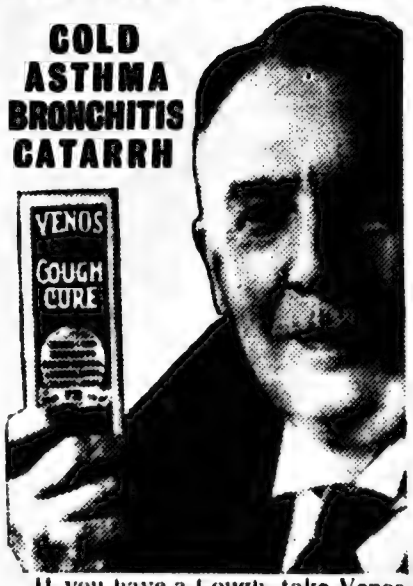
World-wide interest will be aroused by the special section of art plates in this book, printed in full colours, showing three separate paintings, by Fortunino Matania, R.I., of the King and Queen in Coronation robes and the Royal Regalia. There is also a special colour portrait of the two Princesses.

You would willingly pay £1 1s. for such a book, yet JOHN BULL, wishing to see this historic work in the homes of every one of its readers, has made it possible for you, if you act quickly, to secure a copy for the astonishingly low Privilege Presentation price of only 2s. 10d., plus 1s., which includes carriage, packing, insurance, etc. Or, if you prefer it, there is a De Luxe edition—an exquisite piece of book craftsmanship, bound in rich Coronation Red Antique-finish art leather, embossed in real 22-carat gold.

Turn now to the centre pages and make certain of your copy of this unique volume by posting the Reservation Form at once.

This Will Stop Your COUGH

COLD
ASTHMA
BRONCHITIS
CATARRH



If you have a Cough, take Venos Lightning Cough Cure. For Bronchial troubles it is unrivalled. When a tickling in the throat indicates that a Cold is coming, take Venos. You will be saved hours of discomfort and distress, you will obtain real rest at night, and escape the possibility of serious illness. All over the world Venos is acknowledged to be wonderful for Throat and Chest troubles.

For children it is the ideal remedy. It quickly cures children's Bronchitis and Whooping Cough.

The whole composition of Venos Lightning Cough Cure is a really wholesome mixture of approved balsamic remedies, having direct influence on Coughs, Throat and Chest troubles.

VENOS
Lightning
COUGH CURE

SOLD EVERYWHERE 1½d. & 1/3 LARGE FAMILY SIZE 3/-

THE EMPIRE TOBACCO WITH THE LARGEST SALE

Did you say Shag?

Well, talking about Shag, although you enjoy a good Shag Tobacco, you've most probably not realised full pleasure from your pipe, if you haven't tried Player's Digger Shag. We know only the choicest Empire leaf goes into "Digger," but it's more convincing we think to tell you how Digger has a larger sale than any other Empire grown Tobacco in the country. Why not invest 8d. next time in "Digger." Player's reputation behind it means a "good deal."

PLAYER'S
DIGGER
TOBACCOS

8D PER OZ

FLAKE - SHAG - PLUG MIXTURE - HONEYDEW

P.D.44

A GRAND TONIC Restores Youthful VIGOUR

The Secret of KEEPING FIT.....

PHILLIPS Tonic Yeast is 'LIVE' Yeast, absolutely free from drugs. It ensures perfect assimilation of food, relieves pain and is a splendid Natural Remedy for....

INDIGESTION
NERVES
RHEUMATISM
NEURITIS
BLOOD & SKIN

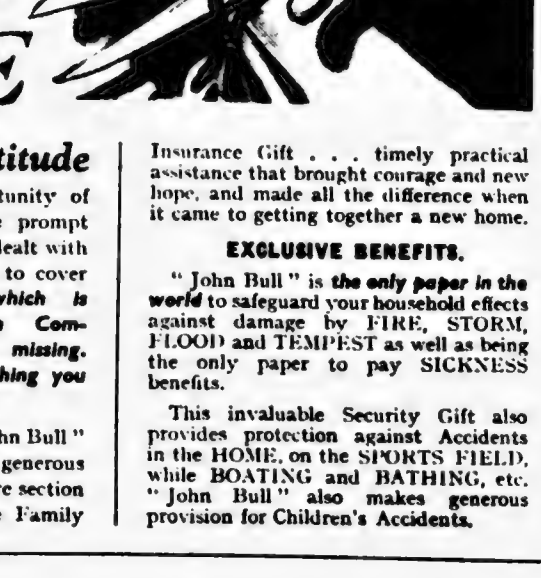
PHILLIPS Tonic Yeast quickly restores VITALITY and VIGOUR. It builds up a reserve of strength to resist illness of every kind and makes you feel YEARS YOUNGER and BETTER IN EVERY WAY....

FAMILY SIZE 150 TABLETS 3/-	50 TABLETS 1/3	20 TABLETS 6d

From all Chemists. Make sure. Ask for PHILLIPS TONIC YEAST. *Always say* PHILLIPS — *and make sure you get the* REAL THING....

Phillips
TONIC YEAST
is LIFE ITSELF!

"JOHN BULL" cuts RED TAPE



A Reader's Gratitude

"MAY I take this opportunity of thanking you for the prompt manner in which you dealt with my case, and also for cheque to cover damage? ***The formality which is generally attached to Insurance Companies was very noticeably missing. Again thanking you and wishing you every success.***"

Thus a grateful reader of "John Bull" acknowledged a prompt and generous cheque sent to him under the fire section of "John Bull's" Great Free Family Insurance Gift . . . timely practical assistance that brought courage and new hope, and made all the difference when it came to getting together a new home.

EXCLUSIVE BENEFITS.

"John Bull" is ***the only paper in the world*** to safeguard your household effects against damage by FIRE, STORM, FLOOD and TEMPEST as well as being the only paper to pay SICKNESS benefits.

This invaluable Security Gift also provides protection against Accidents in the HOME, on the SPORTS FIELD, while BOATING and BATHING, etc. "John Bull" also makes generous provision for Children's Accidents.

£880 PAID LAST WEEK.

Last week alone "John Bull" distributed to registered readers and their dependants no less than £880 8s. 7d., as follows:—

Household and Sickness Benefits	£481 8 7
Accident Benefits—Adults	£254 .. ..
Accident Benefits—Children	£145 0 0

Safeguard yourself, your dependants and your home against every hazards. Fill in the Forms below NOW.

"JOHN BULL"—THE ONLY PAPER TO PAY FIRE, STORM, FLOOD & SICKNESS BENEFITS

CUT HERE

JOHN BULL
Hand this Form to your Newsagent

To (Name of Newsagent).....

Address.....

.....

Please deliver or reserve JOHN BULL for me weekly until further notice.

Signature.....

Address.....

.....

..... Date.....

PLEASE WRITE CLEARLY.
J.B. 6/3/37

CUT HERE

Post this Form to
"John Bull," Registration Department, 128, Long Acre, London, W.C.2.

I have sent an Order Form to my Newsagent for the regular weekly delivery of JOHN BULL and register me as a regular reader.

.....
Reader's Signature. Age.....

Address.....

.....

.....

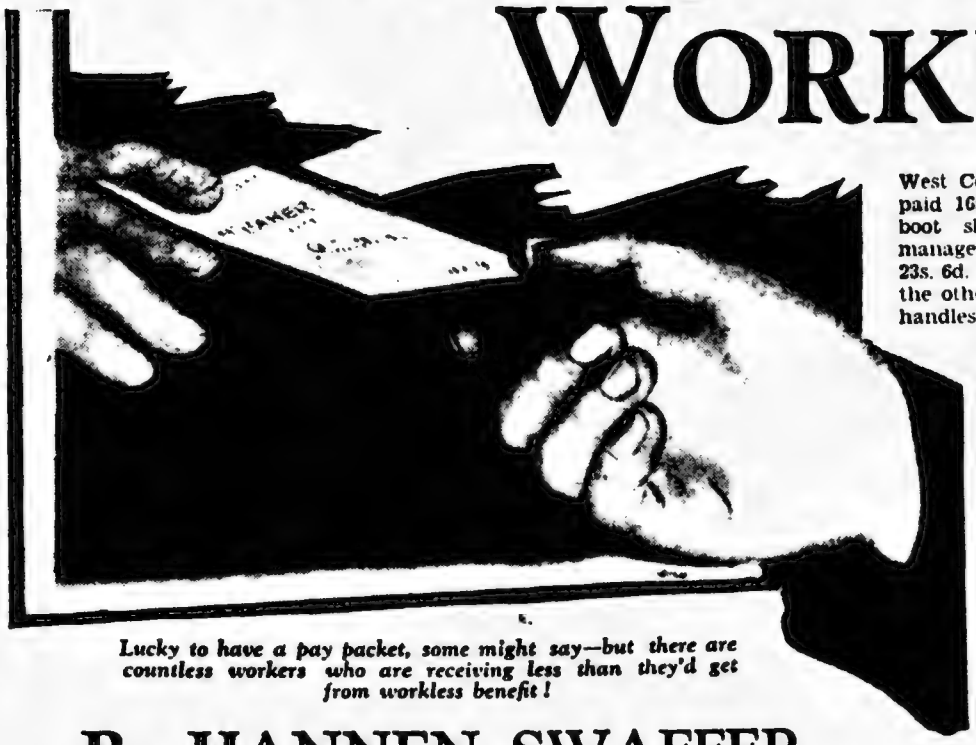
Name and Address of Newsagent.....

.....

..... Date.....

Use ½d. stamp. Don't seal envelope. A letter stating out the full benefits and conditions and certifying registration will be sent if a stamped addressed envelope is enclosed for return.
PLEASE WRITE CLEARLY.
J.B. 6/3/37

20,000,000 *Underpaid* WORKERS



Lucky to have a pay packet, some might say—but there are countless workers who are receiving less than they'd get from workless benefit!

By HANNEN SWAFFER

BRITAIN'S crying scandal is the fact that, in the midst of plenty which is beyond human conception, the average wage for the worker is perhaps 43s. a week, certainly 45s. at the most!

... means that the great majority ... population is unable to buy the ... stores of goods which no one can ...

... is the main reason why ...,000,000 in the country, according to ... John Orr, live below the rate at ... life can be maintained in health. We may not be very good at solu... for our social ills in this country. ... are admirable when it comes to ...mpiling statistics. We register and ... We add up and subtract. We ... at Government expense, masses ...

... most of them are tucked ... dull-looking blue books and ...ming white papers. But the ... are frank, even if the remedy is ...

... every three or four years, the ... of Labour holds a wages ... It sends out forms to thou... of employers asking for figures. ... are not obliged to answer. The ... employers, indeed, pay no atten... They throw away the forms, and ... on with their sweating.

... eighteen months of labour, the ... staff of expert accountants ... added up all the figures sent in by ...ployers in the textile, clothing, ... pottery, glass and chemical indus... These show that the average ... paid to 2,000,000 workers in those ...ades were only 43s. a week! Even ...nature invites criticism on the ... that it is too high, for it in... the wages of foremen and fore... and other skilled workpeople ... wages are comparatively good.

But for their inclusion, the average ... drawn by workers would be found ... lower than 43s.

... October, 1935, all the employers in ... large industries, those who em...ed more than ten workpeople, and ... 20 per cent. of the smaller firms ...sen at random, were asked to give ...rticulars of their number of em...yees and the wages they drew.

When **126,000** establishments were written to, no fewer than **33,000** employers refused to answer. *Were they too ashamed?*

Now, in the textile industries, taken together, the employers paid out to 296,385 men an average of **55s. 11d.** a week and to the **290,985** women, aged eighteen, an average of **30s. 3d.** a week.

Yes, that was the average!

... every time those figures were ...ed, however, married men were being sent from the employment exchanges in Lancashire to work as "little piecers" for **22s. 6d.** a week, though they were getting **34s.** on the "dole."

If they had refused to accept this sweated labour, they would have been branded as "work-shy." Their dole would have been stopped, and they would have had to starve.

This week, while you are reading this, men are working in the Lancashire cotton mills for boys' wages. A weaver with only two looms to work instead of the four of the old days gets about £1 a week, though he has to work forty-eight hours, just the same as though he were working on four looms.

Figures now issued by the Government—and are no wild raving of some desperate rebel or the imagining of some ultra-sentimentalist—put down, in black and white, the fact that, in the shoddy and flock mills of Yorkshire, women are being paid as little as **25s.** a week.

In the clothing trade, the Paradise on Earth seems to be Luton's straw-hat factories. There the men were drawing in October, 1935, **87s. 10d.** a week on an average, and the women **44s. 10d.** On the other hand, some of the velvet make-up shops in London were paying girls as low as **13s. 4d.** a week. Nothing is said about the starvation pay doled out in the small non-union sweat shops in the East End.

From these, naturally, no answer came.

What things would be like without the trade unions, I tremble to think. They have, in some cases, forced up wages.

In all the industries they have protected wages. But, even with them, the average earnings of half a million workers in the clothing industry are only **35s.** a week!

Other industries tell the same tale of startlingly low payment for hard labour.

Now, in October, 1935, the "National" Government's posters were boasting on all the walls of our great "prosperity." Yet, at that time, wages were lower than they were in 1931, in the days when they were talking of our ruin.

Certainly they have risen since by a few pence a week, but only after a long struggle between the trade unions and the employers.

Yet, while wages have risen, the cost of living has risen far higher.

It will continue to go up, thanks to the crazy economics of the Government, and the opportunities for profiteering generously given to those vested interests which control the necessities of life.

Yes, when the Ministry's full returns are published, and the wage figures in other industries become available, they may raise the average shown now of **43s.** to **45s.**

But there is no hope that they will ever include, unless the Government forces employers to make a return, the incredibly small pittances received by hundreds of thousands of non-union workers.

They will say nothing about the rates paid in many small shops. I could quote one case where a grocery assistant, who is twenty-one, gets only **15s.** a week. I could tell of a teashop in the West Country where the manageress is paid **16s.** I could prove the case of a boot shop in Yorkshire where the manageress and two girl assistants get **23s. 6d.** a week between them! I heard, the other day, of a woman cashier who handles **£500** a week and yet is paid only **25s.** by her employers, a firm of grocers!

Many shop managers work for sixty and more hours a week for **£2.**

The Ministry of Labour, when all the figures are completed, will no doubt record the fact that a whole army of railwaymen gets only **£2** a week on an average, that farm labourers receive little more than **30s.**, and that, in South Wales, miners, when they are working, seldom draw more than **7s.** a day.

"At mines around this district," writes a reader living at Edmondsley, in Durham, "men have been sent for at the office and asked, 'Have you any sons working away from home?'

"If they have said 'Yes,' they have been told to bring them back to work at the mines. If they have refused, it may mean that their jobs may go. And, if the sons come home, in comes the Means Test man, for the result will be, in many cases, that a son will displace his father in the pit, and then have to keep his father."

In Durham, in **1924**, the average wage drawn by a miner, when he was working, was **£4 4s. 3d.** Two years ago it was **£2 6s. 3d.** How can you blame miners who, seeing their trade declining more and more, being mechanised until the noise underground is almost beyond endurance, encourage their sons to go away, to leave what I regard as conditions of slavery?

Yet they are caught, whatever they do. If their children go away, their families are broken up. If their sons stop at home, along comes the Means Test man.

The *Ministry of Labour Gazette* for February contains two pages of figures in very small print. Glanced at, they might mean anything or nothing.

With them, inset, is a chart showing the rise and fall of the Bank rate, the postal receipts, coal export, shipping tonnage under construction, the cost of living, bank clearances.

To a working man if would all seem very puzzling.

But, then, more puzzling to him, if he has any sense, is the problem that, in the midst of so much wealth that there is said to be too much of everything, half the population has to put up with less than a bare subsistence.

In the mining areas, miners have to go without coal. In the villages, the farm labourers, whose work has made an abundance of splendid fruit, and around whose homes the cows give too much milk, drink condensed milk and eat food which comes in tins from California.

And sometimes the neglected fruit rots on the ground. And they make the rich milk on the farm next door into handles for walking-sticks!

★ POLITICS AND YOU ★

A JUDGE-MADE LAW

It used to be a rule of common law that a master was liable for accidents caused to others through the action of his workmen. It isn't now. Almost a century ago a judge took it upon himself to alter the law. He laid it down that the rule didn't apply if both the men causing the injury and the man injured *worked for the same employer.*

This means that if a man stumbles on a ladder and drops a hod of bricks on the mate below, their master escapes liability for the accident.

But if, instead of hitting the mate, the bricks hit a passer-by, or even another workman on the same job but employed by another firm, the master doesn't. He can be sued and damages given against him. Which is both silly and unjust.

There are, of course, both the Employers' Liability Act and the Workmen's Compensation Act on the Statute Book, and many people think that these give a worker the protection he lost by this judge's decision. They are wrong.

The Employers' Liability Act only covers a few categories of workers, and then only within certain narrow limits, and the Workmen's Compensation Act gives an injured workman at the most no more than his average earnings over the three years prior to the accident—nothing like what he might justly receive if that old judge hadn't spoken out of his turn a hundred years ago.

So now you'll know what it is all about when you read in the paper this week of the efforts a group of M.P.s are making to restore an ancient right to the workers of this country.

They won't succeed in their efforts this time. Spokesmen of Big Business will frighten Parliament by stories of the terrible cost the change in the law would mean to industry. One day, however, they will.

Gracie Fields

recommends

WORLDWIDE CLUBS

From
GRACIE FIELDS
PHONE: TEMPLE BAR 5062
MANAGER - BERT AZA.
22, CHARING [illegible]
LONDON
W.C.2.

18th February 1937.

Worldwide Wholesale Warehouses,
Charles Street,
Manchester.

Dear Mr. Williams,

By gum you're right.- Did you say you give good value? and that's Lancashire! How on earth you can supply such extraordinary quality goods for the money beats me.

Nearly 4,000,000 customers (sounds like a farmail doesn't it?). It must be grand to have the confidence of all this great number of people, and I am not surprised when I think of your values and your "Satisfy the Customer" guarantee. You certainly do give "your public" the service. Well, I suppose 62 years in the trade counts for something.

Also, I think your Worldwide Clubs are a great idea. Imagine getting such wonderful values for a 1/- a week - it's a splendid help to thrifty folk.

I can quite believe what your organisers say - that running a Worldwide Club is a splendid hobby and great fun. They certainly do their friends a real "good turn", and to think that they can do this and at the same time make a nice little bit of extra brass for themselves! It is a real pleasure to me to recommend the Worldwide Clubs.

Well, carry on with the good work Mr. Williams - Worldwide certainly "deliver the goods" - so here's wishing you continued success.

Yours sincerely,
Gracie Fields

HERE'S YOUR OPPORTUNITY! Organise a "Worldwide" Club, and, as Miss Gracie Fields says, do your friends a good turn and make "extra brass" for yourself. You can make from £2 up to £5 and more with just a few minutes spare time each week. No canvassing. No selling to do. No capital required.

Don't be left out. Send to-day for particulars of this pleasant and profitable hobby — quite free and without any obligation — it can add pounds to your income. FILL IN AND POST THE COUPON NOW.

To: WORLDWIDE WHOLESALE WAREHOUSES,
Charles Street, Manchester, 1.

Please send me free and without any obligation your Free Book, which tells me how, by running a "Worldwide" Club, I can make from £2 up to £5 and more.

NAME .....
(Mr., Mrs. or Miss)

ADDRESS .....

JB 103. .....

(Send in unsealed envelope, ½d. stamp only required.)

POST THIS COUPON NOW for full particulars

Associated Warehouses—
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Established 1875.

WORLDWIDE WHOLESALE WAREHOUSES
CHARLES STREET MANCHESTER 1

THIS 'Daily Dozen' BLUFF

DON'T cheer the Government's "Get-Fit Plan." Don't be misled by the flatulent flapdoodle of the physical-training-for-all advocates. Don't imagine for a moment that Britain will be transformed into an A1 nation by Oliver Stanley and his two million pounds box of tricks.

For there is no Government plan. There is instead as brazen an exhibition of bluff as Westminster has ever staged. One that disguises a danger to the whole country.

We criticised the politicians who stressed the need for making our youth as "fit" as the regimented children of Germany and Italy. But we held our hand when the Cabinet issued a White Paper about its aims for a healthier people, because we wanted to hear how Oliver Stanley, your Education Minister and physical jerks panjandrum, proposed to translate those aims into action.

What Mr. Stanley has told us amounts to this: The Government is going to hand the Better Britain Baby to a national advisory council, which will have to be nurse, foster-mother, school teacher, games mistress and everything else.

If the baby is dropped or turns out a miserable weakling—well, the council and not the Government will get the blame.

It is to be given £2,000,000 over a period of three years for the baby's endowment, plus £150,000 a year for its keep. The two millions are to be spent on such things as clubrooms and gymnasia; the £150,000 on maintaining these premises.

The Chairman of the Council, and therefore chief nurse, is no less a person than Lord Aberdare, better known to most of us as C. N. Bruce, who, as Mr. Stanley was careful to point out, "played for England and the Gentlemen." Not only a hard-hitting cricketer, but a rackets champion, a fine shot, distinguished at real tennis, lawn tennis, fives and golf. A born athlete, in fact.

Among his twenty-nine colleagues are Lord Burghley, another born athlete; Miss Dorothy Round, the tennis star.

No one can disparage their achievements. But we may doubt whether they are authorities on physical culture, for usually the born player is unable to instruct others in the skill which has made him famous. Of all the great boxers, for instance, only Jimmy Driscoll proved a good boxing instructor.

No matter. Let us see how the council is going to work. It hopes to train thirty men each year as trainers in athletics, and an untold number of voluntary workers to act as club instructors or as community leaders on new housing estates.

A huge "national college" is to be built in London for training purposes, though it has yet to be decided whether all the students will be required to pay fees or whether this doubtful privilege will be confined to local authorities who send school teachers (if any) for training as P.T. instructors.

There may be a shortage of instructors, just as there is a shortage of gas-drill instructors.

Never mind.

Government supporters are already suggesting that retired Army, Navy and Air Force instructors might be trained as leaders in this great "health campaign."

Already the Army vocational training centres are including a course of physical culture with the idea of fitting officers and men to become "jerks" masters when they exchange khaki for "civvies."

Next comes a more serious objection. To succeed, any scheme of P.T. must be made attractive. The novelty of touching your toes before breakfast to the accompaniment of one-two-three from your loudspeaker will soon wear off.

The B.B.C. has prepared sample broadcasts, but Sir John Reith is doubtful whether they will be much good. Forty million people don't all take breakfast at the same time. Nor will young folk be thrilled by exercise in dreary school playgrounds.

Sports and games must come first. Mr. Stanley admits it. So there are to be playing fields, gymnasia, tennis courts, swimming pools for all. And £2,000,000 spread over three years won't pay for a tenth of the huge number required.

Take the case of just one great city. Liverpool has 65,000 boys attached to various clubs and organisations. Only 15,000 have facilities for outdoor recreation. Will Liverpool get a big enough grant to cater not only for its boys but girls, young men and women?

Maybe it will. Probably it won't. And even if the big towns are suitably equipped, what of the thousands of villages and scattered communities? What of the tens of thousands of young folk who work long hours in shops and workrooms?

Will they be fresh enough at the end of the day to enjoy vigorous exercise? Will our millions of grown manual workers devote their evenings to further doses of physical strain?

Miss Dorothy Round declares that, to get the best from the scheme, young women should be given half a day's holiday a week.

Miss Round is right. She would be right, too, if she added that it would be better still to keep young boys and girls out of the mills and factories until their bodies were fully developed.

And mark this: P.T. is worse than a poor substitute for food. It is definitely injurious to people with empty bellies.

Social service clubs have learned that much of their "keep fit" work for the unemployed has done more harm than good, both mentally and physically.

Oliver Stanley, President of the Board of Education, has not yet been educated to this fact. Introducing his "passing the baby" dodge, he airily dismissed the problems of nutrition.

He has yet to learn that his fellow-countrymen are not a pack of wastrels too lazy to keep themselves healthy, but that millions are unfit because of lack of work and food.

Nor has he learned that one-third of the nation's ill-health is caused by mental trouble arising from worry. Of what use will P.T. be to men and women harassed by fears of losing their jobs, by the ever-mounting cost of living?

In short, the scheme which has been introduced with blaring trumpets has no chance of real success. Therein lies the danger to *you*.

The Government will be able to say: "We had no wish to dragoon the public into physical culture. That's why we entrusted the job to a national council and washed our hands of it. But since the council hasn't produced an A1 nation, the State will have to step in."

There are ominous omens, even now. Sir H. Brackenbury, M.P., hints that if the voluntary system fails "no doubt some form of compulsion will be regarded as a necessity."

Tory henchmen have suggested that the "dole" or public assistance may have to be stopped to young unemployed men who refuse to attend P.T. centres.

Ministers talk with bated breath of the "challenge to democracy" of the German and Italian physical culture craze.

Note the challenge. It means this: the reason for the sudden "Get Britain Fit" agitation is the same as that for the £1,500,000,000 arms loan. To prepare for—you know what. It means that, unless we are careful, the drill instructor will become the ally of the recruiting sergeant.

His toes seem far away; but the Government's plan is just as far from fruition

Just A Human Story

YOU must have laughed at one time or another at references to a Borstal Old School Tie.

Of course, Borstal has no such thing. Neither Redhill (Surrey) Approved School. It should. Bert would sport its colours. So does the Old Boy of Eton or Harrow keeps up his talk with his old school as Bert does with the reformatory that made a man of him. And you wouldn't laugh at Bert if he did—not after we have told you the whole story.

* * *

On weekdays, you will find Bert selling peanuts and sweets from a tray in a side-street not a mile from Leicester Square.

Six boys come up to him. "I've just left Redhill School," they tell him. "They told me where I should find you. They were very anxious I should look you up."

"Good boy!" says Bert, and puts out his hand in greeting. And if, in the next hour, you should be looking for Bert to buy one of his packets of peanuts, you would look for him in vain.

There is so much for Bert to do. First, he must find out if the lad has any money; and, if he hasn't, Bert's hand goes deep into a pocket for a silver coin.

Then, if the boy has no home to which he can return, he must be taken to a landlady as a preliminary, to be taught how to earn a living. Bert picks 'em, himself. Honest, strong-minded women they are, who can be trusted to give a lad the right advice.

"But the rent's dirt cheap," say the boys when they learn what they are expected to pay.

They don't realise that those landladies are willing to stretch a point for Bert's Boys.

They little guess that Bert helps out of his own pocket. He keeps just 25s. a week of his earnings for himself. The rest is for the Old Boys sent to him by Redhill Approved School.

* * *

There are duties for such boys, of course.

If ever they are tempted—and crooks are always trying to find apprentices among the lads discharged from Borstal and the various reformatories—they must go straight to their fairy godfather.

After Bert has helped to find them jobs, he makes it point of honour that they should try to succeed in them.

They must rush to him with their worries. He knows how often worry—particularly financial worry—drives boys back into crime.

Sometimes, usually on Sundays—he takes parties of them on little outings to such places as Burnham Beeches.

All the time he is watching, studying their characters, anxious to detect any little wayward tendencies as early as possible and correct them.

* * *

But not even Redhill Approved School would have Bert devote all his Sundays to such work, fine though it is.

The staff want to meet him, sometimes; want to hear from his own lips about the work he is doing.

Somehow, that Borstal Old School Tie joke sounds silly to them and Bert.

What *Hitler* Wants

THE speeches of Germany's leader leave no room for doubt as to what he wants for his country and himself—a "place in the sun."

His attitude carries some of us back to 1914, when a Contemptible Little Army and others more formidable dealt firmly with a would-be World Dictator.

Such were the thoughts of Mr. R. E. Sketchley, worker in a Northampton boot factory, as he considered one of the *Examples* for our 1,060th *Bullets* Contest: the result was his timely First Prize effort, WHAT HITLER WANTS—DAD READS—WHISTLES "TIPPERARY"! Simplicity itself, that winner—yet full of significance.

Turn to page 46 and see what words you can fit to the *Example* FIGHTING FOR FREEDOM or PROBLEM FOR GENEVA, or any of the forty-six others. For the best *Bullet* received, JOHN BULL offers a First Prize of a £1,500 Ideal Home, £1,000 cash, £3 Weekly Life Pension and Family Coronation Week!

I SAW FOR MYSELF

By A "John Bull" Investigator

eady the Government is inching under the storm aused by its totally inadequate roposals for dealing with the Distressed Areas.

would require not one, but ossibly ten Bills to make any mpression on the mass ruin left n the midst of an otherwise rosperous land.

ohn Bull's" special investigator as seen for himself. Now read his story and judge whether the Government's plans are adequate.

I WONDER if I can persuade Mr. Baldwin, the Prime Minister, and Mr. Ernest Brown, the Minister of Labour, to spend a quarter of an hour with me in the stressed Areas of England, otland and Wales.

It does not seem much to ask em, does it? After all, they are sponsible for the welfare of the ople who are rotting away in ese areas, and the responsibility of their own seeking.

They fought strenuously enough get it.

Of course, they are much too busy out other matters to spend three nths in these areas as I have just ne—

Talking to the people themselves; ing how they struggle to exist.

Going into the dreadful little vels which are the only things at many of them can achieve as omes."

Coming away shamefacedly from ghtened, white-faced women who starving themselves so that their ildren shall have a little more od.

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Going from community to comunity and finding them stranded gh and dry because the people who ade fortunes out of them for years kked off when the going was od.

Seeing men sinking farther into plessness and hopelessness, and ld, hungry, ill-clad children sent their school teachers to run in the reets on a winter's day to get rm.

As I say, three months are too uch to expect from the two men no, more than any others, are arged with the duty of putting ese things right.

But if they will spare just a arter of an hour . . .

We are told that there is a oom" on. To some extent that true.

Whether it is a sound and lasting e is another matter, but it would folly to attempt to deny that ings are much better than they re, or that thousands of people ve been enabled to struggle back om the depths of despair into work d a relative prosperity.

Welcome the "boom" as much as u like, but keep your heads about and get it in perspective.

There is a "boom" in the shiprds of Port Glasgow, but there are ll 25 per cent. of the insured popuion out of work.

True, there used to be 75 per cent., t keep on remembering that figure 25 even in "boom" times.

Greenock is busy with shipbuildg, but 20 per cent. of the insured e unemployed.

Leith, another shipbuilding place, is rife with stark and staring destitution.

It is represented in Parliament and in the Government by Mr. Ernest Brown, who, when he isn't holding up measures for the relief of the Distressed Areas, preaches sermons from the text: "Feed My lambs."

It is the same all over the kingdom.

In Wales, along Tyneside, in Cumberland—in whatever town you find the "boom" operating so you as surely find that the unemployed percentage still ranges between 20 and 30.

There is a "boom" at Clydebank, where the great liner the *Queen Mary* was built.

Her builders have just announced an interim dividend of 5 per cent. tax free—the first interim payment for more than 12 years. Shares are rocketing up. But all the same, there are 4,000 out of work at Clydebank.

Go down to Liverpool. That great city which relies almost wholly on transport is not even regarded as being "distressed," yet for years it has been in a terrible condition.

About one-third of its population is living on relief of one kind or another.

Link up Liverpool with Glasgow, another unscheduled city. There are 88,000 registered unemployed there, and since 1921 the ratepayers have provided nearly £13,000,000 for the relief of able-bodied unemployed.

Add to that the cost of relieving the "ordinary poor" and you will find that round about a third of the city's rates go to the relief of poverty.

You are beginning to get, perhaps, some idea of what things must be like in those places which the "boom" has not touched.

But you will not get a real idea, and I cannot give it to you because the fantastic horror of the thing when you come up against it reveals itself with an ugliness that is indescribable.

There is a place in Maryport where I would that Mr. Baldwin and Mr. Brown might spend all the quarter of an hour.

It is called a "Yard." You enter it through an archway off one of the main streets of what looks like a trim little town.

The "Yard" is of cobbles, slimy with beastliness because in it are one or two outdoor "lavatories" and a water tap common to half a dozen "dwellings." Two of these "dwellings" you reach by an outside wooden ladderway.

The houses themselves are just unspeakable. If a dairy farmer kept cows or pigs in them he would be prosecuted.

Yet children are being born in them. In one dingy little den there were five children with a thirty-five-years-old father.

Just over two years ago he had 13 weeks' relief work given him by the local council. Before that he had not worked for eight years.

In another there was a woman with three children whose husband had never had a wage day since they were married.

All right, I can hear some of you saying it—"Why do they marry, and why do they have children?" Think that over again and then see whether you care to ask the question twice.

Maryport is in West Cumberland, looking out over the Irish Sea and the Solway Firth.

Inland are the magnificence of the Cumberland Hills, but Maryport itself has decayed and rotting docks which could again be made the basis of a prosperity it enjoyed long ago.

As you go through West Cumberland with its dismantled iron ore mines and its forsaken coalpits, you will find it tragically common to meet men who have been out of work for 12 years, and young men who have never had the chance to work at all.

In one place, Cleator Moor, with a population of 6,000, the estimate is that the all-in number of persons who have work, including girls, shop assistants, van boys, delivery men and so on, may be 600 or 700, but certainly not more than 800.

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Near by is Whitehaven, where there are four coal mines, all of which used to be famous for their outputs, and one or two of which became famous for their disasters.

They are all closed. Since the last one shut down nearly 18 months ago, more than £250,000 has been spent on relief.

Back to Wales, because if Mr. Baldwin and Mr. Brown are going to do this trip in a quarter of an hour, there is no reason why they should not do it like grasshoppers.

They have nothing to do but wait; and judging by Government activity, one would think that Mr. Baldwin has nothing to do either. There are "boom" areas, certainly, as the smoking factories below show, but idle crowds are never far away

At Dowlais, which merges into Merthyr Tydfil, there is the incredible wreckage of what used to be the world's finest steelworks.

It now presents a scene of utter desolation—acres and acres of rubbish heaps, drunken-looking chimneys, rusting rails, half-demolished workshops.

A close-up of ruin as though a thousand bombing aircraft had been at work on it.

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Two or three hundred yards away are some of the foulest slums it has ever been my misfortune to see. There is one place that sticks in my mind.

It is one of a row that fronts on to a "lavatory yard" that has to be used by dozens of persons.

When it was built it was supposed to house one family. Now it houses two—mostly young children. How they manage to keep alive is beyond me.

The ground floors are of stone. The walls run with water. One family cannot get to a water tap without going through the other's kitchen-living-room.

There are little rooms upstairs, but they are so wet that when one of the wives is about to be confined her pathetic apology for a bed has to be brought down into the kitchen so that she can have her baby by the kitchen fire.

And her other children come home from school unless her slum neighbours take pity and hide them for awhile.

Shades of Twilight Sleep!

But there are worse things even

RESSED BRITAIN

The STARK Truth

than that. Not many miles away are little townships which have no mortuaries, but which have cottages with little staircases so narrow and so winding that if a person dies upstairs the body must be brought down at once before *rigor mortis* sets in.

To put it bluntly (and why should it not be put bluntly?) if the corpse gets stiff it could never be brought down at all unless the house were destroyed.

Which is exactly what should happen.

So the body lies in the kitchen-living-room until the merciful ceremony of burial takes it away.

Yet worse even than that. Sometimes a post-mortem examination has to be carried out in the kitchen-living-room. I will just leave that to your imagination.

Now "grasshop" back to Scotland. Within a mile or two of the glorious beauties of Ben Lomond and Loch Lomond there is a village called Balloch.

There you can find "houses" 11 feet below ground level where human beings, because nothing better is obtainable, eat and sleep and love and breed.

In Scotland you can find hundreds of one-roomed dwelling places. Many of them house eight persons—father, mother, and half a dozen in family.

Some of them house a dozen or more of both sexes and all ages. Get your imagination to work again.

"Grasshop" to Tyneside. Along one bank of the river you hear the clatter of the riveters as the great frames of battleships, cruisers, destroyers, and merchant ships as well, take shape.

The "boom" is in operation. On the other bank there are great long stretches of desolate waste, and, the centre of the industrial graveyard, there is Jarrow, twin brother to Dowlais, with its wreckage and its ruin.

The valley towns of South Wales, with their mines derelict and waterlogged. Drained of their youth by "transference."

Not even the chapels of South Wales can keep going because the average age of congregations is now over forty and they, of course, are dying.

Scotland, with its people scratching for peat and wood, when there is coal in abundance if transport only made it available to them.

A Legion of the Lost with tuberculosis raging among them and, on the admission of Mr. Walter Elliot himself, 2,000,000 persons in West Scotland alone suffering from malnutrition.

Lancashire, where textile workers get less for a full week's work than they would get from the Unemployment Assistance Board or from the Public Assistance Committee.

Abertillery, in South Wales, where there is a "Bread Graph" kept at the schools.

Children are fed at the schools all the week. During the week-ends they have to get their food at their almost foodless homes.

When they come back to school on Monday their hunger is such that they take advantage of the unlimited supplies of bread, and the "Bread Graph" rises until Wednesday, when their bodies have become satisfied.

Then it drops. But up it goes again on the following Monday.

There is a rather different type of misery, but just as heartbreaking because of the fine pride that lies behind it.

I came across the case of one youth who had just reached the age at which he was entitled to a rise of 3s. 6d. in his wages. His old father and the rest of the family were on the Means Test. The lad got up in a meeting of his trade union branch and pleaded that the union should not insist on his having his rise.

Why? Because he knew that his father would be "docked" of the 3s. 6d.

Perhaps you don't believe that. Well, here is another case. This time the son did get a 3s. 6d. rise. And immediately the family's relief pay was cut by 4s. So that the net result was a loss of sixpence a week.

I remember a woman in a slum. For years she had had to live in animal conditions—and to pay a rent of 7s. 6d. a week for a beastly hide-away that a savage might have scorned.

A friend and I gave her a few shillings for the children. For a second or two her eyes lit up as though a miracle had happened. Then a look of terror came into them, and she began to cry as she thrust the money back at us.

Presently she was prevailed on to keep it, but she was still afraid. And why do you think she was afraid? We were strangers to her. She thought either that we were Means Test spies or that, if we were not, somebody would hear of the little gift, "tell on her," and so get her relief reduced.

The quarter of an hour is nearly up. If Mr. Baldwin and Mr. Brown do not believe these things, may I offer them a further invitation? If they can spare the time I will take them along and show these things to them.

Remedies are available. Not easy, perhaps, but quite possible. Human and sympathetic Special Commissioners have investigated the problem, but they have been fettered and shackled and some of them have resigned in disgust.

That is why the demand has gone up for direct Government responsibility in the person of a Minister who shall be given powers and money and made directly answerable to Parliament.

There must be immediate help, and that means the granting of State money.

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There must be some form of control of the location of new industries instead of concentrating them in the Midlands and around London, there to be a vast unmissable target if ever another war comes.

There must be a revolution in road transport, not only north and south, but east and west, and not only on commercial grounds, but on strategic ones as well.

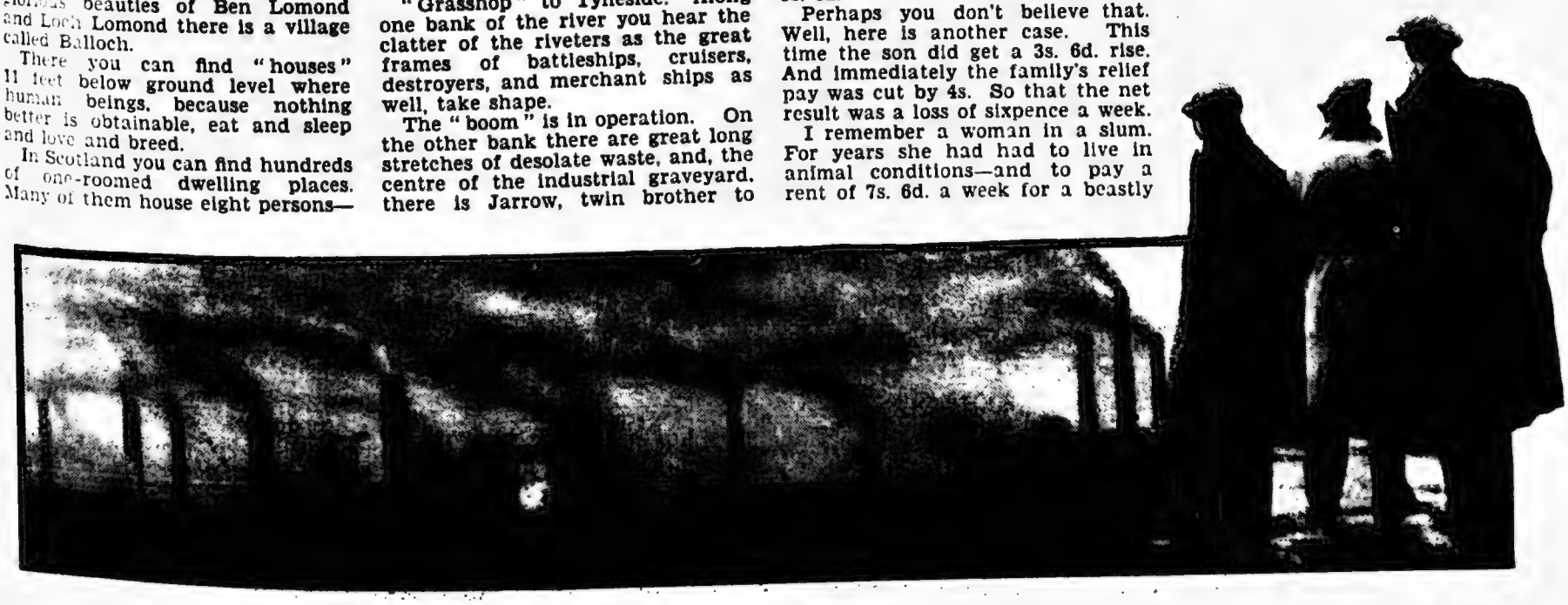
There must be no more fooling round with plans for putting an aeroplane factory at a vulnerable spot like Maidenhead.

And there must be great social changes like the raising of the school-leaving age and the pensioning off of the older workers.

But above all, there must be a sense of the vast human responsibility that this country owes to its men, women and children.

That is why I wish Mr. Baldwin and Mr. Brown could spare me more than a quarter of an hour.

I hope I have not detained them too long.



Front Page News—12—By Stanley Bishop

GUNMEN in LONDON!

The amazing scene during the Sidney Street siege, showing Mr. Winston Churchill, as Home Secretary, in command of operations. Left is "Peter the Painter," the gang chief

IN a daily newspaper office the quietest time of the week is a Saturday morning.

Normally only half the reporting staff is on duty, and there is not a great deal doing. For the evening and Sunday papers are ahead of the dailies in everything which matters—in the ordinary way—on a Saturday, and there are only special stories to be covered.

Really, it is a drifting, casual sort of day on which reporters can get home early and have social engagements.

Therefore it was a shock to arrive at the office on a Saturday morning, a little late, to learn from an excited deputy news editor that a gun battle was taking place in the streets of North London.

"Killed and wounded all over the place," he said. "Nobody knows yet what has actually happened. Get along there at once. Have you any money? No Here's some."

In explanation of this offer: It is the necessary—and pleasant—duty of news editors, knowing the persistent financial straits of reporters, to hold an exchequer in reserve for emergencies. And that Saturday was really an emergency.

Hurriedly I was told the bare outlines of the news. A hold-up at the revolver point of a cashier at Tottenham. Seizure of the bag of money. Then the chase of the robbers by police and public. Shooting in the streets. The end of the drama still unknown.

The first reporter in the office that morning was a young woman—Miss E. Marshall—the only girl in Fleet Street those days who could be turned on any kind of work. She had been rushed to Tottenham before me. I was to find her.

Away I went to Tottenham to pick up the threads of a classic newspaper story. It blazed across the world then as chief news in every paper. Yet now it is probably forgotten.

Yet it was the first occasion on which gunmen held up London!

What actually occurred was a cinema reel of thrills. No fictional gun-play drama of the screen ever equalled the extraordinary happenings in a London suburb on that January morning twenty-eight years ago.

Never has anything like that day been seen since.

The death-roll numbered four. The list of seriously wounded ran to sixteen.

All this on a Saturday morning in London, January, 1909.

Let me give a picture. Two men idling outside a factory in a main road. Across the way a police station with a constable on duty by the door. People passing by. Everything just ordinary.

Suddenly this ordered peace changed to tumult. A motor car drove to the factory, and a lad, carrying a wallet with the wages for the staff, alighted.

In a moment the lad was on his back, the wallet snatched, and two men were racing away.

The policeman at the station, who saw everything, gave a shout and rushed after them. So did other people. The chauffeur leapt to his car and, with his manager and a police officer, began a chase.

But as the car approached them, the two bandits turned. Each flourished an automatic pistol and began to fire. One shot shattered the windscreen of the car; a second wounded the driver in the neck, and after that a stream of bullets put the car out of action.

SO the men evaded the preliminary attempt at capture. They doubled down side roads to the Lea river marshes. By now a crowd was after them; police running from their points at the alarm, and all manner of other folk joining in the hunt.

A gallant constable, named Tyler, cycled up and tried to cut in on the fugitives. A pistol shot and Tyler fell dead; a bullet through his brain.

Whenever the pursuers came near, the gunmen sprayed them with shots, forcing them to keep distance. Shots were fired indiscriminately.

In this way a boy, named Ralph Joscelyne, was struck down and killed.

On the marshes was a party of men with sporting guns. They heard the hue-and-cry and blazed away at the running gunmen. The shooting was ineffectual, for the two men reached the Chingford road, with its tram route to Woodford.

A tram was at its stopping-place when they broke to the road. They leapt aboard it. One man went to the driver, placed a gun in his back and told him to drive as fast as the tram would travel—otherwise he would be dead.

The second man fired at the passengers, wounding two. Then he took station on the rear platform and fired away at the pursuit.

Just imagine that scene *in London:* a madly careering tramcar, the driver at the pistol point, the passengers lying down fearing death at any moment, and behind a desperado loosing off his automatic whenever any following vehicle came near.

By a ruse the driver of the tram saved himself and his passengers. With the gun against his back he cried out, "We are coming to a police station just round the corner. They will all be out waiting for you."

At that the gunman made him stop. He and his fellow left the tram. A milkcart was standing near. They took that, driving furiously. As one lashed the horse the other kept firing.

Several policemen, having commandeered a motor car, raced through the bullet barrage, and stopped the car ahead of the milk-cart athwart the road.

Immediately the gunmen took to the fields again, making across forest land towards Highams Park. Behind them was a trail of police and civilians—a crowd of nearly a hundred men and boys.

A number of the police had by now secured arms of sorts—the old type revolvers which used to be kept at police stations; shot-guns and miniature target rifles. Firing was from both sides. Many of the pursuers were hit and dropped wounded.

There was a fence ahead. One of the gunmen, endeavouring to vault it, stumbled. No doubt he was hit by a bullet. He rolled on his back. The hunt was upon him. He put his pistol to his head and fired his last shot.

Unconscious when captured, he died later in the Tottenham Hospital from his self-inflicted wound.

THE remaining man ran on. He burst burst into a cottage adjoining the Royal Oak public-house. There were two children in the kitchen. He flourished his pistol at them and threatened death if they cried.

After that he took great draughts of water from the tap. While he was doing that the children ran away to safety.

Very soon the cottage was surrounded. The gunman was seen at an upper window. A volley of revolver and gun shots was fired at him, shattering the glass.

The police entered by the front door. A constable crept up the stairs, his revolver ready. The door at the top opened. A hand with a pistol came through the narrow slit. Bullets plastered the little hall. Fortunately nobody was hit.

Several shots were fired through the door by the leading constable. There was another report inside. After that silence.

Bursting through the door, the police flooded into the room. Lying on the bed was the gunman, dying. He—like his comrade—chose to kill himself rather than be captured.

Investigation showed that the two gunmen were Russians named Hefeld and Jacobs. They came from Riga together to work in London and were employed at a Tottenham rubber factory.

They were members of a strange alien colony which then existed in North London. They were both unemployed when they attempted their armed robbery. Of their former record nothing

(*Continued on page 30*)

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MARCH 6, 1937

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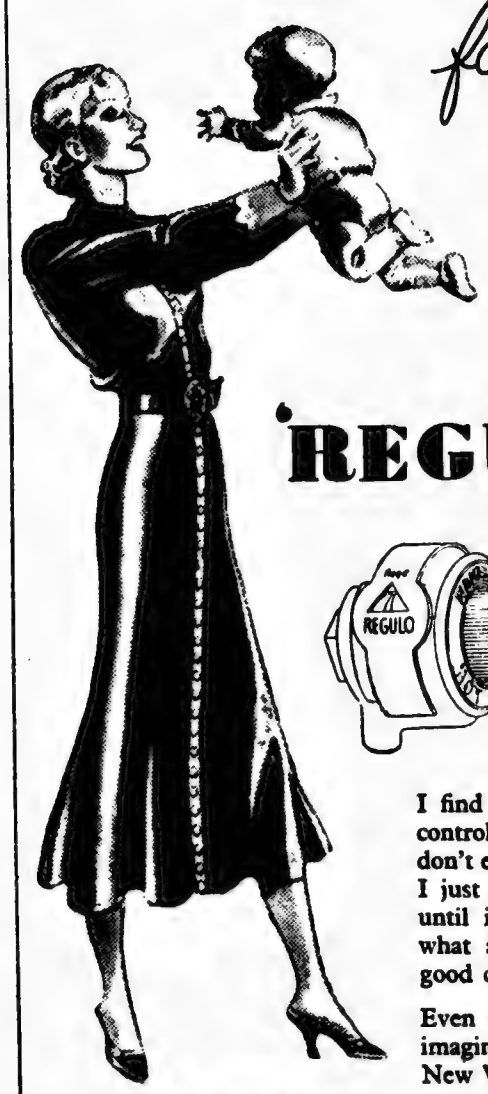

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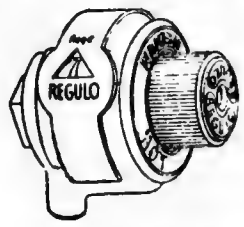

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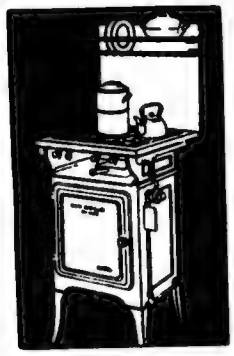

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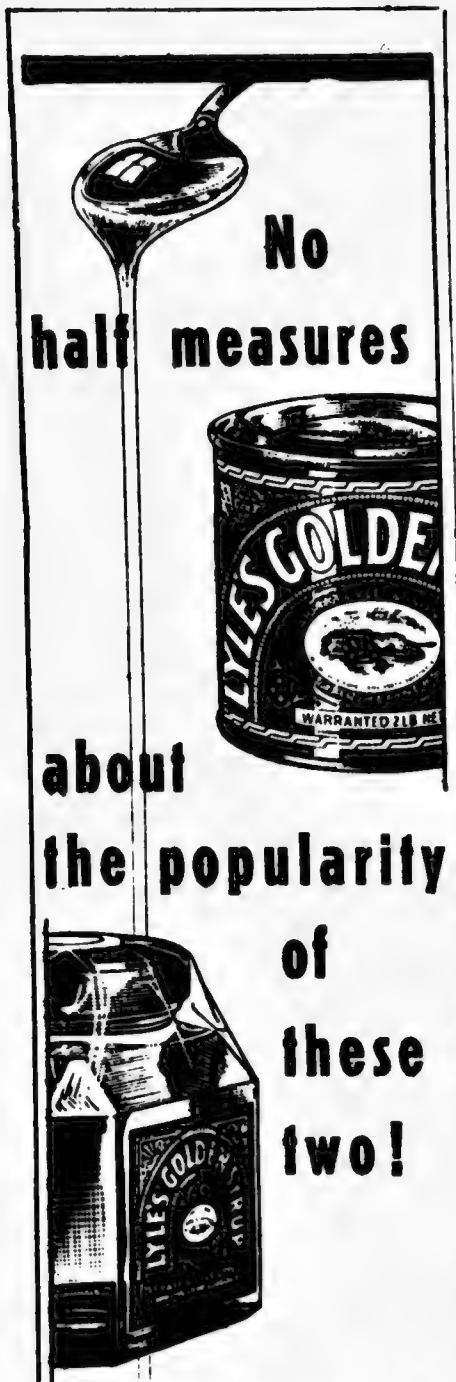

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Continuing: Gunmen In London!

Police Lay Dying In The Streets

much was ever ascertained. They were men without a past.

For a fortnight after that dramatic Saturday I lived at Tottenham trying to find out something about the life background of Hefeld and Jacobs. All to no purpose, for the others who knew them were frightened to talk.

To this day Hefeld and Jacobs remain as mystery figures of no tangible personality. Their only record is that they were the first to place London under the gangsters' threat. Gunmen and nothing else. They tried to shoot their way to freedom and failed.

Now I jump a period of nearly two years to the night of December 16, 1910, the beginning of those startling series of events which led up to the famous Battle of Sidney Street.

The time was about eleven o'clock when a telephone message came through to the news-room of my paper from a cab-driver, waiting on the rank at Bishopsgate, outside Liverpool Street Station.

He spoke to this effect: "There is something unusual on in Houndsditch. They are rushing police there. I am told there has been a big burglary."

Two of us were sent immediately to find out what was happening and ran right into the Houndsditch murders.

I still have a recollection, vivid and clear-cut, of the consternation which prevailed at the Bishopsgate Police Station. Five of the men from that station had been shot down, killed and wounded in the street when on ordinary duty. And the murderers had escaped and were at large, armed, desperate, ready for more killing.

LET me recall the sequence of events. A tradesman in Houndsditch went to the constable on the beat and declared there were strange, mysterious noises from a house backing on his premises and those of a jeweller next door.

To him it sounded as though somebody was trying to burrow through from the house into the jeweller's shop.

The constable reported this to his inspector, and a sergeant and six men were ordered to investigate. They went to a house in Exchange Buildings—a cul-de-sac to the rear of Houndsditch—the only place in the alley where a light was showing.

After prolonged knocking by the sergeant the door was opened by a man, obviously a foreigner.

"What is going on here?" demanded the sergeant. "Are you working at this time of night?"

No reply was given. The foreigner did not appear to understand. He turned, leaving the door slightly ajar, and ran up the stairs as though going to fetch someone else to talk to the police officers.

Pushing the door open again, the sergeant entered the small unfurnished, dimly gas-lit room from which the stairs led to the upper floors. His constables remained outside in the street, gathered around the door.

Suddenly the door above was thrown back. An arm appeared in the aperture, holding an automatic pistol. A shot was fired and the sergeant fell.

There was a rush of men from the upper room, a fusillade of shots. The leading figure was firing left and right, while two men behind were shooting over his shoulder. In a flash of time four constables were dying on the pavement.

ONE officer remained—P.C. Choate. He was wounded, but he flung himself at the first gunman. Again he was shot, and again and again. He was struck by at least twelve bullets.

The gang of assassins fled away in the direction of Aldgate. A civilian, brought to the spot by the noise of the firing, chased them for a while until a shot made him pause.

Such was the story we gathered that night in Houndsditch and Bishopsgate. Next morning the papers startled England with the news of the butchery of unarmed police by alien criminals.

From that date onward—until the climax of Sidney Street—I was on permanent all-night duty, watching developments in the police search for the murderers.

Gradually, one by one, the men and women believed to be connected with the murder gang were rounded up and charges made against them. But the actual men who did the shooting were never brought to indictment.

It was soon established, through the enquiries of Inspector Wensley—afterwards a chief constable at Scotland Yard and head of the C.I.D.—that the plot to rob a Houndsditch jeweller was hatched in an anarchists' club in Jubilee Street, Mile End. The plan was to break through from the back house of Exchange Buildings into the jeweller's shop.

Only the accident of the police call at the house led to the wholesale shooting.

For the first time, during the enquiries, we were told the name of the gang chief—Peter Platkoff, otherwise Peter Schtern, a photograph-etcher by trade and something of an artist, known to his intimates as "Peter the Painter."

Alarms and excitements during that time were frequent. We never k... when the police were going to po... on some suspect, and we always vis... ised another shooting affray in ... offing.

Reporters from the London d... newspapers had a s... of intelligence calcu... to give an early ind... tion of any night p... activity.

In rotation one m... waited at the he... quarters of the C... Police in Old Jewry; a... another at Sc... Yard.

The rest assembled ... the old Press Cl... Wine Office Court, F... Street.

When there was a... thing moving ... ceived a warning a... club, and then ... race away in taxi-cabs ... rendezvous at the "H... Way House," Commer... Road, Stepney.

In this way we ... present at the arres... many of the suspects.

And by this organis... tion we heard earl... January 3, 1911, that ... of the gangsters ... located in a ho... No. 100, Sidney Stree... and that the police ... going in force to make an arrest.

So began the great siege—the ... amazing scene ever witnessed in Lond...

I do not propose to tell the story ... this. It has been rewritten so often.

Remember, we were all novices ... to firearms and bullets. The thud of ... bullet against a brick wall was some... thing at which to marvel.

WE all prided ourselves ... at being under fire. We lost that pride ... later years.

Why I remember one reporter—now a distinguished novelist—who treasured a walking-stick which he claimed was hit by a bullet fired from the Sidney Street house.

The Guards from the Tower were turned out. Even a half-section of a Royal Horse Artillery battery from St. John's Wood barracks was ordered to the East End.

Although heaven knows what those thirteen-pounder guns would have done if they had been ordered into action.

Home Secretary Mr. Winston Churchill, with tall hat and a police guard, was in command. Questions about Mr. Churchill's appearance in those circumstances were afterwards asked in the House of Commons.

It was a wonderful day to remember, from early morning until the last line of descriptive copy was written.

Some of the soldiers who were called into the Sidney Street siege

The Greatest Of These

John

JOHN, who looks so bright a boy, is practically an invalid. He has been in hospital six times with dysentery, diphtheria, scarlet fever, nephritis and other complaints, and has never been able to attend school, though he is now eleven.

His father was wounded and gassed in 1918, and he now suffers from an incurable malady which he attributes to "four winters in the trenches."

John's mother has been in hospital six times, has undergone two operations, and is suffering from heart trouble and T.B.

The rest of the family—four boys and two girls—has been in hospital, while the eldest died from heart disease when fourteen.

All that this stricken family has to live on is £2 a week. The weekly rent of 12s. is some £15 in arrears.

Donations, earmarked "John," or for the general fund, should be addressed to the Hon. Secretary, JOHN BULL War Sufferers' Fund, 93, Long Acre, London, W.C.2. Lists of subscriptions are kept at the office, and a copy of the current week's will be sent on application.

We acknowledge, with thanks, 10s. from M. A. T.

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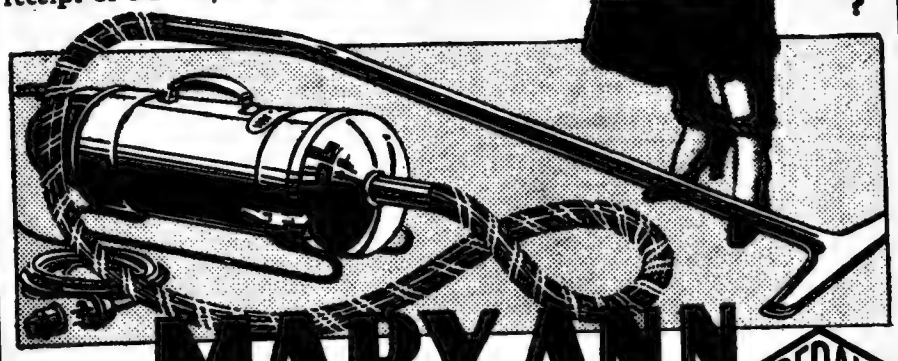

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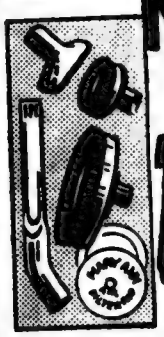

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Your dog's fitness depends on you

Your dog is as happy and sprightly as you care to make him. Of course you give him regular exercise, good food, plenty of clean water, and a comfortable bed. All these contribute to his general well-being. But if you want to give him sparkling fitness and a handsome coat gleaming with the lovely 'bloom' of health, you must do one thing more. You must give him Bob Martin's to rid his blood of the impurities that result from a domesticated life—for nearly all the ailments dogs suffer from are due to impure blood. Begin now to give your dog this *new* fitness.

Bob Martin's CONDITION POWDERS

cure and prevent winter lassitude, sickness, loose, ragged coat, scratching and eczema
In pkts. 6d. & 1/- from chemists & dog shops

Dancing Girl..

THERE'S NO STIGMA IN THE NAME NOW

. . . And aren't they worth all the care that is spent on them?

DO you remember the part played by the Tiller Girls in lifting us out of our depression in the dreary, heart-breaking years of the war?

Their twinkling feet might have been regulated by clockwork. In discipline and tireless energy they seemed to beat the Guards. Their uniform beauty—well, peas in a pod were never better matched.

Do you remember how they bobbed up in every capital in the world in the gaiety boom that followed the war?

"Les Girls," the Parisians called them.

Then you may recall how they became the furore of the early talkies. Since it saw our slick, rhythmic, indefatigable and intelligent little dancing girls, America has had no time for dumb-bell choruses who can't dance, and have little to recommend them except their legs and vacant faces.

Now the story of the Tiller troupes moves on. Last week there was a sad little ceremony in the church of St. Stephen's-on-the-Cliffs, Blackpool.

Fifty Tiller Girls and ex-Tiller Girls, many of the latter with their babies, wept as a marble floor was unveiled in memory of Mr. and Mrs. John Tiller, bought with the money they subscribed with the help of ex-colleagues distributed the whole world over.

They heard from the Rev. Frank Freshwater how Mrs. Tiller used to go along to that church with girls from her troupe whom she had taken along to be confirmed, and how she sat in a corner with tears of pride on her face just as if each girl was her own daughter.

Then they heard Mr Freshwater's ringing challenge to all those clerics who speak too lightly in condemnation of stage people.

"Thank you, Freshie," they said for that.

For they knew what it is so difficult to make people in this country realise—that the dancing troupe girls who have taken the place of the high-kicking chorus girls we knew before the war are among the cleanest-living women in the land, and that those of Mrs. Tiller's family, in particular, will hold their record proudly before any section of womanhood.

It may be true—it certainly is—that five members of the Ziegfeld Follies constellation committed suicide in one year.

The tragedy of what happened to so many members of the old Gaiety chorus is all too real. It makes no difference.

British dancing girls . . . "Most popular in the world"

FOR the marriage of a Tiller Girl to fail—and Mrs. Tiller kept a careful check on them all—has been almost a thing unknown.

Where it has happened, that wonderful woman knew all the distress that comes to a mother under such circumstances.

Six or seven of them at least married American dollar millionaires. Actresses are supposed to lose millionaire husbands in nine cases out of ten. But not the girls Mrs. John Tiller trained.

Many of them live in sumptuous homes in Paris. A girl who can adapt herself to a British dancing troupe can adapt herself to the ways of life of a wife in any country.

One of the worst sins for a Tiller Girl who had married was to fail in the duty of taking her baby to be displayed before any Tiller troupe that was in her town—into the headquarters of the Tiller Schools if she happened to be in London.

Rehearsals came to a dead stop when that happened.

Hundreds of Tiller Girls might be distributed in troupes all over the world—and there would be forty-eight doing a season at the Folies Bergère in Paris, while something like sixty were appearing for months at Blackpool.

It made no difference. They would all be members of one big family, and a very Victorian family at that.

For Mrs. Tiller had evolved a system which ensured that every girl would be as carefully looked after in some town in Austria as she would have been at home with mother; a system which frustrated the Johnnies who used to ogle from the front row.

All her troupes were split into groups of four, with the most sensible girl in each case in charge of the group.

That group leader had to see that the girls under her care went straight to their lodgings after each show, that they didn't develop undesirable friendships with men in their particular theatrical companies.

That they didn't drink or smoke to excess, or swear.

But that they did keep their clothing clean and in proper trim and were encouraged, as far as possible, to do their own cooking, mending and, where practicable, laundering.

It was the group leader's duty to make daily reports to the troupe leader, a senior girl who danced with the troupe and had been sufficient years in the employ of Mrs. Tiller to be known as thoroughly trustworthy.

The troupe leader made weekly reports to the school in London, and the school kept in regular touch with the parents of the girls.

Many are the stories Mrs. Tiller could have told of girls who, having made friendships that were obviously not of the best, were brought to their senses much more effectively by the school than they would have been by their own parents.

In Paris troupes always moved to and from the theatre in their groups of four.

A rival British school of dancing used to move its girls about Paris in a vehicle resembling a Black Maria, but Mrs. Tiller knew that while her girls were under the care of Father Cardew, the British stage chaplain there, and were properly superintended by their group and troupe leaders, little harm could befall them.

In countries where they couldn't be put under the care of a responsible British resident a chaperone was put in charge.

Sometimes mothers of Mrs. Tiller's girls would write to the school a complaint.

"I don't know what my daughter is doing with her money lately. We are dependent on her for help and she used to be so good."

It was always said about Mrs. Tiller by people who knew her that she had a marvellous facility for appealing to a girl's better nature.

A Tiller Girl always knew what her duty was to her parents. If she showed signs of forgetting, Mrs. Tiller always brought it back to her mind

Such a woman, with the co-operation of her husband at first, and, for years after his death, by the force of her own personality, made not only Tiller Girls but British dancing girls generally one of the most popular entertainment features the whole world over.

SHOW promoters in every country in the world say that their own girls are too lazy to dance with the carelessness, precision and zest of British girls.

Mrs. Tiller, Miss Ruddock, the Jackson family and other people who have trained British show girls knew that it wasn't a question of laziness at all.

Half the battle is treating a girl as if she is your own daughter. Every reputable school in this country does that. Such schools as we have named have kept up a never-ending war against stage-door bounders.

And, anyhow, aren't our pert little dancing girls worth it?

There have been 500 at one time in Paris—7,500 distributed over the face of the world. That figure represents something like £2,000,000 a year coming into this country from abroad.

British dancing girls are one of our most popular "exports."

And, to quote what Mrs. Tiller herself once said of them, they are the most feminine creatures in the whole female creation, the hardest working, and of the type that we least want to lose.

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The long-lasting brilliance of 'Mansion' is saving time and trouble in millions of homes. Housewives find that a single application of this fine wax polish keeps a floor looking bright for days and days, only a dust over being necessary to bring up the brightness as fresh as ever. Polish *your* floors with 'Mansion.' You'll find it

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Back came the enthusiastic answers—
Perfectly! Indispensable for cleanliness
Yes! a wonderful machine . . .
Delighted! It's a great joy to use

●We put it to the vote! And Goblin owners all over the country have expre sed their complete and utter satisfaction. We knew what their answers would be, but we wanted you to have the evidence in black and white—wanted you to realise more than ever that Goblin's enormous popularity is based on the rock-like foundations of Value and Service. All these Goblin owners are delighted because they have *proved* that Goblin gives the UTMOST FOR MONEY—in Cleaning Efficiency, Suction Power, Ease of Handling and Length of Service. This year Goblin will appeal to an even wider section of the public. There's a model for every home at prices to suit every pocket. "Easy Ownership" terms are more favourable than ever. Every model is fully guaranteed. If you are in the market for a reliable Vacuum Cleaner, do not make your choice until you have put Goblin to the test. Send now for full details of the 1937 range of Utmost-for-Money Goblin models. Post the coupon TO-DAY!

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1 Gold Embossed Crown measuring 9¾in. x 9¼in.
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1 Canadian Flag measuring 36in. x 18in.
1 Union Jack Flag measuring 36in. x 18in.
1 British Empire Flag measuring 36in. x 18in.
1 New Zealand Flag measuring 36in. x 18in.
5 Poles for Flags. 30in. x ⅜in.
5 Turned Spikes for Poles.
1 Gold Embossed Monogram G.R. measuring 7½in. x 11⅜in.
1 Gold Embossed Coat of Arms measuring 10½in. x 9in.
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For warding off a cold or chill Take a pinch of this Top Mill

TOP MILL SNUFF

IN TWOPENNY TINS FROM TOBACCONISTS

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Yvonne, martyr to chesty colds, freed by Vick

Yvonne's mother, Mrs. O. Pantofel, Montague St., Leicester, says: "Vick loosened her chest, eased her breathing. It was the turning-point in Yvonne's life. Vick has kept her free from colds ever since." JB

The 3-MINUTE VICK MASSAGE Breaks up most colds Overnight

Simply rub Vick brand Vapour-Rub on throat and chest, and on the back—between and below the shoulder-blades. Then spread it thick on the chest and cover with warm flannel.

No Waiting—Acts Instantly

The brisk massage starts Vick working through the skin like an old-fashioned poultice. Even before you finish rubbing, the chest and back feel warm and comfortable as Vick begins to "draw out" tightness, break up congestion.

At the same time, warmed by the body, Vick releases its powerful medicated vapours. Breathed in for hours, 18 times a minute, they clear the air-passages, make breathing easy again.

Relaxed and comfortable, the patient soon sleeps. And Vick's double action keeps on working for hours, breaks up most colds by morning.

Now Improved— WHITE, STAINLESS VICK BRAND VAPOUR-RUB

With apologies to STAINLESS STEPHEN

"Take it from me lad (comma)... make note of same (exclamation mark)

They must be **Phillips HEELS**

WARNING! Look for the name. Every PHILLIPS guaranteed Heel bears the name PHILLIPS. We invite you to send us the name and address of any Shopman failing to fit PHILLIPS Heels, after you had ordered them, and we will arrange for your shoes to be refitted with PHILLIPS guaranteed Heels. Phillips' Patents Ltd., Dept. J.B. Western Ave., Acton, W.3.

JOKE that Failed

"I felt a jolt in my left arm. I reeled, and was caught by one of my friends"

Conrad Phillips is visiting registered readers in their homes and retelling their big thrill. £5 5s. is paid for each story published. This week's story is from Registered Reader No. 647,292, Mrs. Marshall, 20, Manor Gardens, High Wycombe, Bucks.

SEVERAL years ago I spent a holiday in the West of Ireland. I stayed with several friends in a large country house. Most of my time was occupied by fishing and shooting, but towards the end of my holidays things became rather boring.

Everybody in the house was thinking of something to do that would alleviate the dullness of the evenings.

The house stood in its own grounds and was situated in a lonely part of the country. It was my habit every morning to take a long walk in the hills. Sometimes I would take with me sandwiches and remain away all day, returning usually in the late afternoon.

It was during one of these walks that I encountered a man who was to play a very great part in an exciting drama

He appeared to be a tramp. He was a short man of about seventy, with bright, shiny eyes and a beard. When I saw him, his ragged appearance touched me deeply, and thinking that it would help him on his way if I gave him a little money, I asked him where he was going.

He said that he had tramped that day thirty miles and that he was going to no place in particular. While I was talking to him it struck me as a good idea if I used him to play a practical joke on my friends.

"Would you like to earn some money?" I asked him.

This seemed to please him. The tense expression on his face relaxed and broke into a smile.

"It's been a long time since I earned any money," he replied. "The reason is, I've been too ill to work. If it's work you're wanting me to do, I'm afraid I shall have to refuse"

"It's not exactly work," I added. Whereupon I explained exactly what I wanted him to do.

My idea was to liven up the evening by staging a hold-up at the house where I was staying. My friends, who were all good sports, would, I knew, appreciate my action. It would all end in a laugh and I was sure that everybody would be happy.

When I had told the man where the house was, he said that he would be glad to oblige me if he had a gun. This was easily overcome, since the house was full of them.

"All you have to do," I said, "is to enter the house from the field at the back and walk to a shed in the garden. There you will find a revolver loaded with blanks. You must not touch the other guns or ammunition there."

"I won't do that," he said.

I then told him to go down to the village and wait there until dusk. When I arrived back at the house, I went to the shed, where there were several rifles and two revolvers. From one of the shelves I took down a box of blank cartridges and loaded an old Colt revolver, which I placed on a table just inside the door. Then I returned to the house, where I found my friends sitting around in the lounge reading.

"Doesn't anything ever happen in this God-forsaken hole?" I said. They all looked up at me and yawned.

"They do say, that if you go to the foot of the hills after midnight you can get quite a lot of excitement by watching the fairies," one of them said.

At this juncture, our host appeared with a brace of rabbits. The rest of the afternoon and evening we spent playing bridge.

When it became dusk I went for a walk along the lane, hoping to see the old man. It struck me as I walked that I had been foolish in not arranging to meet him outside the grounds when last I was with him.

I was fortunate enough, however, to meet him about a quarter of a mile from the house. He seemed pleased to see me. Having given him his final instructions, I returned to the house.

Just before we sat down to dinner I went into the kitchen and told the cook that an old man would be coming in and that she was not to interfere with him. I had better mention here that I had told the old man to say nothing to the servants, who would be warned to expect him.

At dinner I was so excited that I could scarcely eat a thing. It seemed ages before the old man appeared. As long as I live I shall never forget the look on my friends' faces which he demanded us to stand and hold up our hands.

Some of them blinked in amazement, some went very pale, and some were so overcome with surprise that they giggled.

I had been too busily occupied studying the various expressions on my friends' faces to notice the old man; but when at last I did I gasped in horror. With his eyes narrowed and his bearded chin stuck out, he looked dead serious.

There was no doubt in my mind that he meant business, for I could not imagine a man of his low mentality and palpable lack of imagination playing a part like that so realistically.

"Get over there," he said, indicating the wall behind us, "and empty your pockets. If any of you move I'll kill you."

By this time my mind was in a whirl. I did not know what to do for the best. Then it suddenly came to me that the revolver was loaded with blanks.

As the others were emptying their pockets I stepped forward and said to the old man, "This has gone too far. The joke is over. If you will kindly come outside I will pay you for your trouble and then you can go on your way."

"That's what you think," he growled, thrusting his revolver into my stomach. "Your little plan to amuse your friends gave me an opportunity which I've looked forward to for years."

Turning around and facing my friends, I said with my lips that the revolver was only loaded with blanks and that the old man hadn't got a chance. It did not occur to me then that he m[ight] access to the live ammunition.

A moment later, when the [old] asked one of the guests to put the [val]uables into a napkin and tie it up, [the] host sprang forward and grabbed [the] arm. In a flash the old man d[rew] back and fired a shot.

I felt a jolt in my left arm. This [was] followed by excruciating pain. I r[eeled] backward and was caught by one [of] my friends.

"If anyone of you dare attempt [to] that again you will all be dead," I h[eard] the gunman say. He then backed [out] of the room with his loot. When [he] reached the threshold he said, "I [am] going to give you all warning [that] you follow me I shall shoot [you] to kill."

I heard these words as if they [were] coming from a long distance. My [head] began to swim. I felt myself g[etting] weaker, then all went black

When I regained consc[ious]ness I found myself lying [on] a settee with my fri[ends] around me. For days [the] police searched the coun[try]side in vain. Nobody had seen the man. The police told my host [after]wards that they suspected the gunm[an] of being a notorious burglar who ha[d a] long criminal record.

He was from all accounts a danger[ous] criminal who had resorted on sev[eral] occasions to violence and who [used] disguises.

"My wound was fairly serious and [even] this day, as you will see, I still [have] the scar."

Rolling up her sleeve, Mrs Mars[hall] showed me an ugly-looking scar.

"I consider myself lucky," she add[ed] "for had I moved an inch one way [I] might not have been alive to tell [the] story.

"I was, however, entirely to blame [for] the whole business, for had I not [been] foolhardy and impetuous in inviting a strange man into my friend's house this could never have happened"

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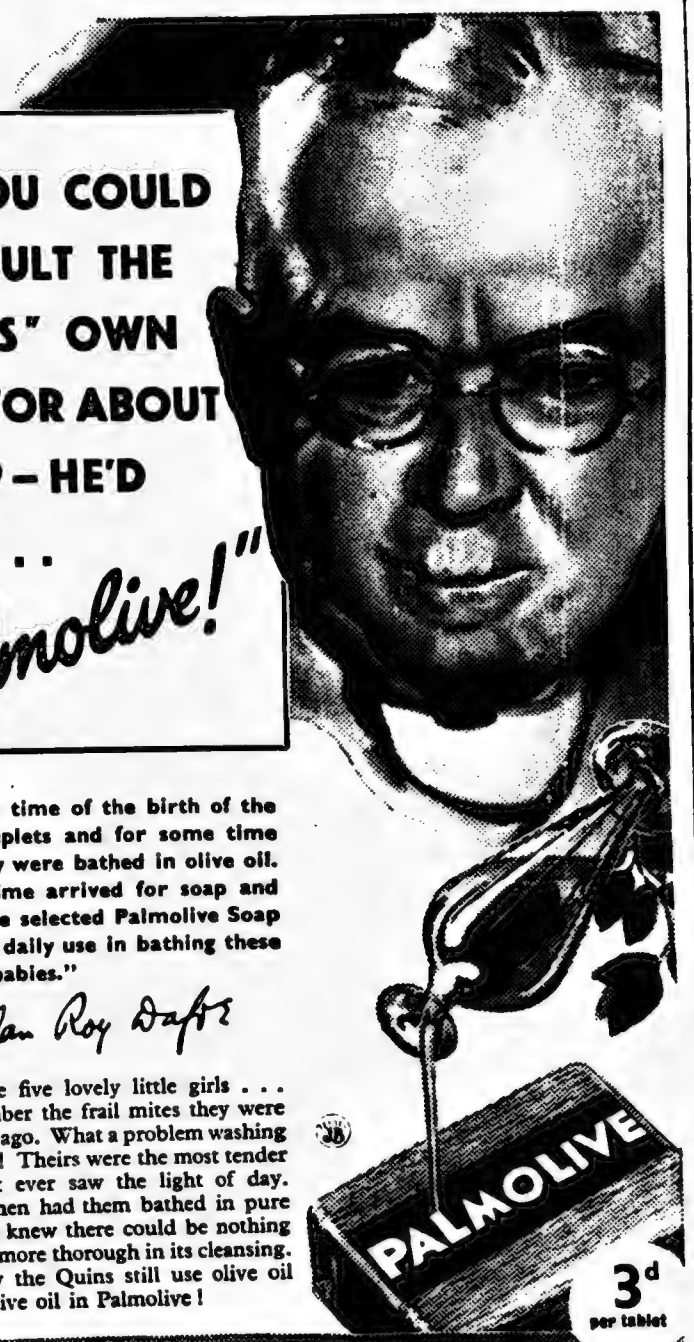

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Allan Roy Dafoe

LOOK at these five lovely little girls . . . then remember the frail mites they were at birth 2½ years ago. What a problem washing them presented! Theirs were the most tender baby skins that ever saw the light of day. Doctor Dafoe then had them bathed in pure *olive oil* . . . he knew there could be nothing more gentle yet more thorough in its cleansing. And that's why the Quins still use olive oil now . . . the olive oil in Palmolive!

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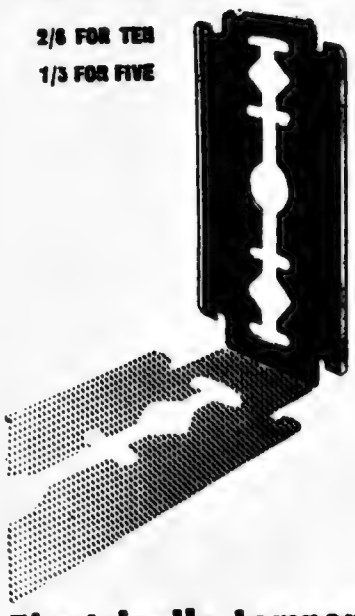

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You can now make your smokes look like high-grade 'bought' cigarettes and retain the advantages of A.G. —the paper that makes sure of the *real* tobacco flavour. Ask for "Green A.G."—the paper found only on highest-grade 'bought' cigarettes; it definitely improves the appearance and the flavour. This paper rolls easily, fits any machine and is in the improved automatic packet. Insist on A.G.—it's better, but costs no more.

Fits all machines and gives best results.

AG PAPERS
Now packed in 3 styles
THE *IMPROVED* AUTOMATIC PACK
COSTS NO MORE

Don't overlook the Special Offer on page 31

for fuller information explaining the advantages of "Mary Ann" Vacuum Cleaners, write, mentioning "John Bull," to the British Klectric Domestic Appliances Ltd., Bedal Works, Kirgsway, Waddon, Surrey.

HUMAN DOCUMENTS BY PHILIP INMAN

Snobbish Neighbours

The snobs should remember that honest toil carries with it a great dignity

I ONCE lived in what the local inhabitants called a select neighbourhood. And I soon learned the meaning of snobbery. The self-styled "upper ten" looked with contempt upon those who did not belong to their circle.

Some people were ostracised as though they were pariahs. I can therefore sympathise fully with one of my readers, who sends me this letter:

About ten years ago my husband and I came back to this small town to live, partly because it was within easy distance of his work and also because my parents were living here and had no other son or daughter near by to comfort them in their old age.

They have since died and my two boys are growing up and go to school and I am alone all day. I am unable to make friends because of the snobbery which exists in the neighbourhood.

You see, my parents belonged to the so-called working class, and nobody seems able to forget it in spite of the fact that I was well brought up and perhaps educated better than many of the women here.

Although my husband is one of the best, I do wish I had a woman friend to talk to sometimes. I am fond of games and reading and would enjoy being a member of a debating society, but all local clubs are private and one has either to be invited to join or voted a member by a committee.

I have felt so dreadfully depressed that I have scarcely been able to bear it. You will say that there must be nice people in the place, but I have no means of meeting them, and though in theory there are always people to whom one can do a good turn, I don't know of any.

I seem to have no intellectual companionship at all. Can you suggest anything I could do about it?

This woman went to live in that town to comfort her father and mother in their old age. A very praiseworthy thing to do. Now she is ignored just because her parents belonged to the "so-called working class." What snobbery!

Honest toil carries with it a dignity of its own and anybody who is worth while recognises that fact. The late Lord Balfour once said: "Some of my greatest friends have been working men."

That tribute (and many similar ones that might be quoted) I would commend to the superior folk in that town. And yet, as my correspondent mentions, there must be some decent folk living there—probably victims of similar treatment. The problem is to find them.

I know what I would do. I would insert a small advertisement in the local paper. If I felt very incensed at the moment of writing it I might head it, "Victim of Local Snobbery."

But on second thoughts I would leave out those words in case they should destroy the good they might otherwise do. I would simply say, "Lady whose husband is engaged at business all day wishes to meet others similarly placed with a view to companionship. Fond of games, reading, etc."

An advertisement of that kind might bring my correspondent into contact with just the people she would like to meet.

As an alternative, I would suggest her offering to do voluntary work of some kind. In that town there must be a cottage hospital, a welfare centre, a town guild or a women's institute. I would suggest that she should write to the chairman or president of one of these organisations and ask to be allowed to serve on one of the committees or to assist in some other way.

Once given the opportunity, I am sure that with her keenness and obvious ability she would soon find activities that would take away her loneliness and give her just that interest in life which she desires.

It is not a far cry from snobbish neighbours to prying ones. And I know from the letters I receive how many of my readers are afflicted with this pest. Listen to this correspondent:

I was married just over four years ago and we came to live here, a semi-detached house, with a side entrance facing the main door of our neighbour's house. These neighbours are an elderly couple with one daughter, and when we first came they made a great fuss of us. This soon wore off, and we have had nothing to do with them for some time. And all because of their nosiness.

For example, whenever our front-door bell is rung, one of the three comes to their door; in their back door is a spyhole through which one or the other is always peeping into our little yard; from the side bedroom window we often see the curtain hurriedly being drawn back; when we have visitors, even if they stay until after midnight, the opposite door is sure to open as they leave and someone puts the milk bottle on the step.

We have told them on several occasions about this, but we only meet with a torrent of abuse. It is wearing out my wife's nerves. We cannot afford to leave and I shall be glad if you will advise me what to do.

Very annoying—I agree. But it is difficult to know how to deal with a nuisance of this kind. These irritations do not constitute actual offences in the eyes of the law. Some other way must therefore be found to counteract them.

My correspondent has spoken to these neighbours about it, only to be met "with a torrent of abuse." The only other course is for this man and his wife to make up their minds to ignore the practices of the people next door.

Let it be remembered that to some people "half the fun of the game" is in observing the irritation of their victims.

Treat the matter with indifferent contempt—that is my advice. And I am sure it will soon cease.

Snobbish neighbours—prying neighbours—and now pilfering neighbours.

A year ago (says my third correspondent) my husband died, leaving me with two young children. I was left badly off, as I was a shop assistant before my marriage I got work for two days in the week—market day and Saturday. Now something has arisen upon which I would like your advice. Some of the tradesmen who call on the days I am out leave the things I order on the doorstep.

During the last few weeks two loaves of bread and two bottles of milk have been missing. I suspect some people who live across the road, because one day I saw their little girl in my garden.

And her father has been out of work for a long time. What do you advise me to do? Even if I were to catch them taking anything I would not like to put the police on to them, as I know they have had a lot of misfortunes recently. And yet I cannot afford to go on losing things like this.

My correspondent gives two reasons for suspecting the people across the road. The father is unemployed and one day she found their little girl in her garden. Those are not sufficient grounds for so grave an allegation.

And I advise this woman, in the absence of more definite proof, to keep her suspicions to herself. If she communicates them to anybody outside she may lay herself open to a serious charge of libel or slander.

But whoever is taking those things it is cruel and wrong, whatever their circumstances may be, to rob a widow with two young children. It must stop.

The best suggestion I can make is to ask a neighbour to take those goods in for my correspondent and she could then collect them on her return from work.

Send your private problem to "Humanist," nt 93, Long Acre, London, W.C.2, enclosing stamped envelope. Letters sent to Mr. Inman at any other address cannot be dealt with. £1 1s. will be paid for each letter quoted.

Your Award

Many of the million and a half readers of JOHN BULL will be interested to learn how they can influence the showing of films.

For the fifth successive year *Picturegoer*, the screen magazine de luxe, invites readers to ballot for an award of two gold medals for the most meritorious performances in the previous year's films.

This expression of public confidence in artists means that those who are most popular will be given a spotlight of publicity—film directors cannot afford to ignore so vast and spontaneous an appeal.

You will be serving your own interests by getting this week's *Picturegoer*, out to-day, where particulars of this ballot will be found.

TO THE BRIDE

A book full of useful information explaining the Church or Registry Office Service and shewing how to plan the Wedding and Reception, etc., will be sent to you post free if you will fill in the coupon below. This book also contains a full list of Wedding Rings.

Photo — Jay & K. St. Gammon-Britain

COUPON
CUT OUT THIS COUPON AND POST TO BRAVINGTONS LTD. TERMINUS 3.31
BRAVINGTONS LTD.
KINGS CROSS LONDON N1.
Please forward post free the following
Cross out items not required
NAME .....
ADDRESS .....
J.B. 6.3.37

Bedtime

PROTECTIVE FOOD

keeps infection from her

HELEN won't 'catch her death of cold'—even her mother has stopped worrying when she scampers out into the snow.

Ever since the family doctor explained about *winterproofing* nobody has needed to do any worrying over Helen. The 'protective foods' that are too scarce in ordinary winter diets *she* gets from Bourn-vita. Now the family no more expect Helen to catch a cold than they'd expect to find a sunbeam sneezing.

BOURN-VITA contains *four* protective foods—that's how it gives people such a power of resistance to disease and such a feeling of winter well-being.

It would do the same for you.

CADBURY'S

BOURN-VITA

The **PROTECTIVE FOOD** *you drink at bedtime*

9D per ½ lb. full weight

* * * \

CONTINUED FROM PAGE 17

Slim

This Safe and Trouble Free Way

Wear the AMBRON REDUCING CORSET and you will be amazed and delighted with the improvement in your appearance. Hundreds of thousands of women are already enjoying the added zest to life given by the knowledge that they are looking their best in everything they wear. You can do the same by sending now for this wonderful new Reducing Corset which slims you gently but surely with every movement you make.

1/6 DEPOSIT SECURES

Balance 12/6 Monthly if preferred

AT NO EXTRA COST

Showing the front fastening of either model

Try one on in your own home

Model C.B (Closed Back)

Model L.B (Laced Back)

Price **10/11**

Brassiere to Match 4/11
The Two Garments 14/11
Postage 4d.

In Tea Rose washable lined rubber fabric, having boned suspenders and four suspenders. Sizes 24 to 40 ins. waist. Choose either a Closed Back model (Model CB) or Laced Back (Model LB). Brassiere sizes 30 to 46 ins. bust.

COUPON

Please send me an AMBRON REDUCING CORSET

MODEL CB (Closed back) MODEL LB (Laced back)

Cross out the one not required
ALSO BRASSIERE TO MATCH *(strike out if not wanted)*
Enclose crossed P.O. for 1/6 deposit and 4d. postage together with Bust, Waist and Hips measurements & name & address. (Overseas full cash). *J. Bull 6/3/37*

AMBROSE WILSON LTD

WORLD'S LARGEST MAIL ORDER CORSET HOUSE
409 Ambron House, 69 Vauxhall Bridge Rd., London, S.W.1

TO
KEEP YOUNG YOU MUST LOOK YOUNG

Grey hair is the enemy of modern day life. It tells a tale of worry and middle age, it takes the zest out of life and extends its influence on all your social and commercial moves. Restore the natural beauty of your hair with L'OREAL SIMPLEX—the guaranteed harmless hair tint. Easy to apply, gives quick and permanent results. Available in all shades blonde to black. Obtainable from all Hairdressers, Leading Stores and Chemists, including Boots, Timothy Whites and Taylors. If unable to obtain locally send Postal Order for 2/6, for a full size bottle.

Interesting literature free on request.

L'OREAL SIMPLEX

2/6 a bottle

C. Nestle & Co., Ltd., 48, South Molton St., W.1

MONEY FOR DIRT

Continental packages coming into this country are thoroughly examined, for this is one of the "main roads" for obscene books and films

another crowd, brought on from other night-life haunts, to see the "thrill" of film obscenities at £4 4s. a head.

Enough money—although, perhaps, it is beside the point—to keep a couple of families for a week in places where the only "muck" they know is the clean kind that comes from work—when they can get it.

One hundred and seventy pounds a show is very nice "takings."

And because of that a large number of private and semi-private film shows have sprung up in London, and organising the importation and the disposal of the films has become a highly developed business.

The majority of these films, of course, come from abroad. But it is comparatively easy to get them into this country.

One firm in Paris issues a catalogue of its titles. It makes up each film on reels in sections of a few hundred feet each.

The sections to make the full-length film are joined together on arrival at this side.

As the film is only 16 millimetre width, a reel is no bigger than the palm of your hand.

★ The smuggler can carry four or five reels in his overcoat and risk a Customs search of his clothing. The films are sealed in coloured transparent packing. So if he is caught at Folkestone or Dover he just mumbles some excuse —"Bought them in Paris. Haven't opened them. Didn't know they were as bad as that."

And he is anxious that the Customs should destroy them if they like.

But most of these smuggled miniature films come in on the "day-trip" boats which run to Boulogne, Calais, Dieppe, etc.

Hundreds of people stream off these boats when they arrive back at night, and, as nobody carries luggage, the Customs examinations are cursory.

Films cost about £1 a section in Paris and they sell to the "blue" cinema proprietors at £5 to £10 a time.

Afterwards they are sold to private buyers at a similar sum. There is an enormous private market in these things which the police have been unable to stamp out.

Ironically enough, in view of Hitler's reported "clean-up" of Germany, most of the foully ingenious cartoon films and the coloured slide obscenities come from Germany.

Some of them have obviously been made in studios with considerable technical resources, so it looks as if the studios which were emptied when Hitler wiped out the country's reputable film business have found a new outlet for their activities.

But the police now know that supplies for the "muck market" are being manufactured in this country.

A few months ago two Birmingham men were sent to jail—one for two years' hard labour. These men had a whole factory for turning out obscene films and photographs.

In the books of one of the prisoners, Howard Moore, who had two previous convictions, were the names and addresses of 210 "customers."

Besides people who were doing this disgusting trade themselves (but a difficult matter for the police to prove), there were "private" customers from all walks of life, including parsons, schoolmasters, librarians, solicitors and civil servants. All of them were interviewed by the police and warned.

But one conviction like that has little effect on suppressing the main sources of the traffic.

It is the same with the trade in poisonous books. A few booksellers are fined sums ranging from £5 to £50 for importing or displaying pornographic foreign books. The next time they are more careful, and they can pay a fine cheerfully enough.

Especially now, since a huge organisation has grown up to defeat the Customs ring round the ports. They have found that they do not need to import so much, with its attendant risks. They can print here.

★ In London there are at least six small printing presses, *all under the direction of one man*, engaged solely on turning out this type of literature. He has reprinted and sold thousands of copies of the worst kind of Continental filth.

Within two days of an absolute ban being placed on the notorious book of D. H. Lawrence, "Lady Chatterley's Lover" (which was first printed in Italy in a limited edition), a copy of it *printed in London* was in JOHN BULL's offices.

And then there is great confusion among magistrates as to what is obscenity and the penalty to be inflicted.

A London Bench a few weeks ago ordered 16,000 books and pictures to be destroyed, and fined the seller a few guineas.

In another court, on the other side of London, a bookseller and librarian was sent to jail for six months with hard labour for having a half-dozen similar things "in his possession for gain."

A "muck smuggler," G. S. L. Griffiths, is caught red-handed with consignments of pictured filth which he is running over in a private yacht from France and is fined.

A Leeds bookseller who sells such stuff goes to jail for nine months.

Apparently the degree of penalty depends entirely on the degree of indignation aroused on the Bench, and everywhere there is the most fantastic legal muddle as to what constitutes obscenity.

Magistrates need listen to no witnesses on the point. They make up their own minds.

So a Northern Bench heavily fined a bookseller some time ago for selling photographic reproductions of a nude male statue of antiquity (in spite of the fact that photos of the same statue are on sale in the British Museum), while a London Bench let off a seller of dirty film strips with costs.

It is such loopholes and muddle which defeat the efforts of the police to clean up the traffic. Profits are worth the negligible risk.

★ So "blue" cinemas can flourish in the heart of the West End, secret printing presses operate every day of the week, and "wholesalers" in the muck traffic make their thousands distributing their wares all over the country.

There is one small street in the West End with over a dozen shops which live on pornographic literature and books, to such an extent that it is known in the trade as the "dirt track."

Each shop, it is estimated, averages a turnover of £1,000-£1,500 a year. Truly, "money for dirt."

The Home Office instead of issuing peremptory orders for a "round-up," as it has recently done, and setting the police an impossible task, should first of all bestir itself to close up the loopholes in the existing law (if you can call it "law") affecting obscenity, and see that the penalties are uniform and adequate.

And in that connection JOHN BULL has only one comment to make. A poisoner of the body gets jail or the rope; a poisoner of the mind should not escape with a paltry fine.

C. O.

Next Week:

One-Night Monte Carlos

Nine Cottages

THIS story is really a modern Æsop's Fable. Nine families who made up a remote Lanarkshire hamlet all read JOHN BULL, but only one of them had become members of the JOHN BULL family in every sense of the word.

And then something happened to disperse that little community. An outbreak of fire spread to all nine homes. Seven families—representing thirty people—were rendered homeless. Three households lost their all.

It was tragic for eight of those families. As for the ninth, they had qualified for the benefits of our unique free family insurance gift by filling up the coupon that appears on page 18 and so we paid for the damage to their furniture in full.

Eight households, bereft of their possessions, are wishing that they had filled that coupon up in time. What about you? You can do it this minute.

Turn to page 18 *now* and time yourself. We are not exaggerating a bit when we say that one of the most important steps of your life is the work of a minute.

HONEY AND PINE FOR CHILDREN'S COUGHS

For generations mothers have found home-made honey-syrup an ideal cure for children's bronchial troubles, particularly croup and whooping cough. Now this famous old remedy is available for quick, sure relief. Few women nowadays can spare the time to make up the recipe at home, but its wonderful properties are available in 'Pineate' Honey Cough-Syrup, with all the healing ingredients of that useful old remedy—the Oil of Pine destroying germs, the Honey for soothing away all soreness, the Squills and Tolu for cutting the choking phlegm and Menthol for clearing the breathing passages.

Get from your chemist a 1/6d. bottle of 'Pineate' (brand) Honey Cough-Syrup —you'll find the very first dose will relieve that dangerous, heart-straining cough which is threatening your child's health.

Can YOU do this?

Put a smile into your work?

An easy task is a trial if your system is clogged with poisins which add to your weight, spoil your digestion and upset your liver. But it can be a pleasure if you keep your system regular — regular as the clock. So remember your Beechams Pills — the Golden Rule of Health for ninety years.

Yes! —if you keep regular with

BEECHAMS PILLS

BRAND

Purely Vegetable ... *Worth a Guinea a Box*

You need never hesitate to buy goods advertised in "John Bull"—they are all Guaranteed.

The "John Bull" Guarantee appears on page 16.

FALSE TEETH

held firmly with utmost COMFORT AND CONFIDENCE

Sprinkled daily with Kolynos Denture Fixative.

Sold in patent sprinkler for carrying in pocket or handbag 1/3, large Tin 3/3. A boon to singers, speakers, clergy and business men. Denture Brushes free—cash coupons with each tin. Sample of Kolynos Fixative Free from Kolynos, (Dept. F. 17B), 12, Chenies St., London, W.C.1.

KOLYNOS DENTURE FIXATIVE

NERVOUS BREAKDOWN NEURITIS, INDIGESTION

Are you a victim of these dreadful maladies? You may be enduring endless suffering and misery, physical as well as mental. Do not despair. They can be relieved—surely. Read what Mrs. Lacy, 9, Belvoir St., Mapperley, Nottingham, writes :—

"I have been very ill with a Nervous breakdown. Neuritis on the nerves of the stomach and Indigestion and am pleased to say that after persevering with Vitadatio I am a different person. I strongly advise sufferers to give this strength giving medicine a trial."

If you are a sufferer do not give up hope, cases pronounced hopeless have yielded to Vitadatio.

TRY VITADATIO TO-NIGHT. There is no substitute for it. Write for free book of testimonials. Sold by Boots, Timothy Whites and Taylors, Chemists, Stores, 3/- and 5/- per bottle or by post (6d. extra in U.K.) from VITADATIO (121), ARMLEY, LEEDS.

Vitadatio

SEND FOR FREE BOOKLET

Hercules for VALUE UNEQUALLED

in the Cycle Industry

Comparisons Prove It

£3.19.9

IMPROVED 1937 'SLOPER' LIGHT ROADSTER

Popular Model 'S'

With Hercules Modern High-Raised "North Road" Handlebar (or dropped Handlebar optional). Dunlop Tyres.

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OR ON EASY TERMS.

With Sturmey Archer 3-speed gear £4.19.9

Lady's Popular Model 'L' £4.5.9 or on easy terms.

NO DEPOSIT FROM 2/- A WEEK

COMPARE specifications item by item and you'll find Hercules the equal and superior of far more costly machines. Hercules prices are the *right* prices for quality cycles.

See and compare Hercules at your dealer's *today*. Ask him for "Golden Catalogue" —free.

These prices do not apply to I.F.S.

Insist on

Hercules

THE LARGEST CYCLE MANUFACTURERS IN THE WORLD

THE HERCULES CYCLE & MOTOR CO. LTD., BRITANNIA WORKS, ASTON, BIRMINGHAM

23A

Uric Acid in the Joints

WHEN YOU ARE rheumatic be quick to suspect the kidneys. Excess uric acid and other wastes left in the blood by weak or sluggish kidney action can easily lay you up for weeks. The joints may become stiff, painful and swollen, or you may have pains in the small of the back, bladder trouble, sciatica, swollen limbs or nerve pains. These symptoms will disappear when you have removed the cause by taking Doans Backache Kidney Pills. This time proved remedy acts specially upon the kidneys. Besides being antiseptic it stimulates and strengthens the kidneys and urinary system. The reports of thousands of grateful users of Doans Pills in all parts of the country prove their value for men and women alike. Why not avoid needless pain? Why not take Doans Pills, now?

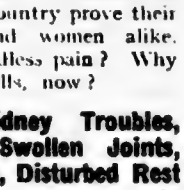
Get rid of Kidney Troubles, Backache, Stiff Swollen Joints, Urinary Troubles, Disturbed Rest

Ask your Chemist for 3½ 3/- 5/-

DOANS Backache Kidney Pills

★ *Every Post a Winning Post!* ★

BETS by POST



THE GREAT

SPRING DOUBLE

SEND FOR PRICE LIST FOR THE

LINCOLN AND NATIONAL

LONG ODDS QUOTED FOR EVERY HORSE

Letter Commissions accepted from 1/- up to any amount in accordance with rules. Commissions bearing a time stamp not later than the set time of the race —any race—will be on at Full Starting Price or Totalisator Returns as desired.

Send Your Bets to the Big Two

Please send your terms of business.
I am over 21 years of age.

Name .....
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DAVID COPE
& ALFRED H. MAURICE LTD.
227 BATH ST. GLASGOW C.2

★ OUR READERS WRITE ABOUT . .

Dentists and Dreams Wives and Watches Cats and Cars

I HAVE just had to visit a dentist in London for a denture repair.

When he completed it he informed me that the cost was 7s. 6d. I explained that he would be paid from National Health Insurance funds and that I had given my approved society certificate to his receptionist.

"Oh!" he remarked. "If it's an insurance job, the price is 12s. 6d."—W. G. DAVIES, Kingston Road, Staines, Middlesex.

Want of vigilance makes the insurance schemes a field for easy plunder.

Dilemma

MY wife left me twelve years ago and, as I had neither seen nor heard of her in that time, I presumed her death and married again.

My new partner and I opened a boarding-house and we have two children.

Some weeks ago a middle-aged boarder arrived. It was my wife. She has offered not to reveal her identity to my second "wife" on condition that I provide her with board and room free and a weekly allowance of £1

This would cripple me, but I just cannot face the disclosure to my second "wife" that our marriage is void and our children illegitimate.

We suppress even the writer's town. He must be frank, consult a solicitor and then report to police. Problem is solvable without penalty or stigma.

Empty Inspiration

AS I know nothing at all about racing, it was strange that a magnificent racehorse should have visited my bedroom last night.

While I slept, he raised both forelegs, crossed them twice, and pointed to a name in a newspaper under the heading "Grand National."

In the morning I identified the name of my dream-horse as Double Crossed. I propose to invest every shilling I can spare on his chance in the big race two weeks hence.—JOHN CRAIGMYLE, Stockton Street, Moss Side, Manchester.

No bet. Trainer Jack Anthony tells "John Bull" that the horse is unlikely to run.

Race With "Silver Ring"

IMPERIAL CUP

THE Imperial Cup, Sandown Park's thousand-pounder for timber-toppers, makes a fine curtain-raiser to the Flat racing season.

As usual, all the best hurdlers in training have been entered, and the race presents a tricky problem.

Beachway showed a return to form at Kempton Park and, despite a penalty, must go close. Others I like are Flam, Kept-On and Hors Bord, particularly the last-named.

Hors Bord is a horse that the Chantilly trainer, Cunnington, brought from France, and this five-year-old is very useful.

Hurst Park Trial 'Chase, the last of the Aintree tests, may be won by Dryburgh. Note Galapas for the Camberley Hurdle.

"SILVER RING'S" CODE

The Code covers racing from Thursday, March 4, to Wednesday, March 10.

K X U Z R 98 96 G E D V B N H J T
S O Y 97 L W F 94 M P Q C I 93 95 A

In place of the letters or figures advertised in the *Sporting Life* and *Daily Herald* read those above or below as the case may be. Example: 93NPTR94X would read HIDALGO. Where a double letter occurs in a name the figure 2 is substituted. KTE2U would read SAMMY.

Family Shared

OUR two cats—a mother and daughter—both produced families within a few hours of each other last week.

When we condemned and took away the older animal's kittens she was furious and promptly carried off her daughter's lot.

For three days there was savage strife and the family changed possession hourly. But to-day they seem to have made a compact, because all are now occupying one bed, grandmother and mother both amicably feeding and washing the babies.—MISS M. FELBOURNE, Melton Road, West Bridgford, Notts.

One of the Pharaoh's queens was similarly "mothered."

Too Rigid?

A LEARNER-DRIVER of a car in my employment has just been failed in his official test because he gave an arm signal somewhat low.

Experienced drivers declare him to be most competent. Surely the examiners should not imperil a man's livelihood for one slight mistake. Correction would be sufficient.—MRS. E. F. DAVIS, Shuthonger, near Tewkesbury.

We hear also of another driver being failed because he was baffled by the question, "Which is the most important nut on a car?" The tester said the answer was the "loose one."

Hints

DURING tests in the postal sorting office where I work it was found that envelopes with the addresses written in block capitals could be handled at 28 per cent. greater speed.

It has also been proved that an envelope with the suffix "Esq." to the name causes a perceptible check in the sorter's speed.—A. T. INGRAM, Queen's Road, Battersea Park, S.W.8.

Letters should also have supplementary signatures in block letters.

Blaming The Ether

DAILY I set my watch to the exact second of the 10.30 a.m. Greenwich time wireless signal.

But it would appear almost invariably to be some seconds slow at the 6 p.m. signal—especially on the shorter winter days.

I attribute this to the known fact that radio waves travel faster in darkness.—D. D. MACKENZIE, Roroyare, Glenlyon, Perthshire.

Dirt in the works.

Avoirdupois

TO-DAY I weighed the contents of my wife's handbag—2 lb. 9 oz.

These comprised face-powder, lipstick, eyebrow pencil, compact, keys, nail-file, pencil sharpener, purse (empty), matches, cigarettes, memo. pad, letters, pocket-diary, handkerchief, broken wristlet watch, two pencil stumps, fountain-pen and a charm against penury.—MARVIN F. SLADEN, Heidelberg Road, Bradford.

Was the charm in the empty purse?

Recall To Religion

MY son and a friend started a voluntary physical culture class, which went so well that more accommodation had to be found by acquiring a room at a church institute.

The class has been turned out because some of the members were [illegible] in church attendance.—W. M[illegible] Alban's Road, Arnold, Notts.

Muscular Christianity.

Toddling To Toil

FOR a week I have walked [illegible] work—three miles—and [illegible] continue.

It's glorious. It's the sho[illegible] national physical fitness.—Miss M[illegible] BOWEN, Park Row, Bermondsey.

We observed the drop in Transp[illegible] Board revenue.

Once In A Blue Moon

A FEW months ago I saw a blue m[illegible] in Auckland, New Zealand shone in a purplish-blue sky, with[illegible] trace of cloud, and there was [illegible] stillness.

A terrific storm followed. I h[illegible] to remember it. My home was w[illegible] —JEAN CRAIG, Westbourne Park V[illegible] Paddington, W.2.

Storm must have been coincidenc[illegible] Rare illusion is produced by contents [illegible] atmosphere, such as when Krakat[illegible] Island in the Dutch East Indies w[illegible] destroyed by volcanic eruption, d[illegible] from which was carried all over th[illegible] world.

As Ordered

BECAUSE of persistent inat[illegible] decided to make an examp[illegible] little girl pupil in my class.

"Take my case off that [illegible] stand on it," I ordered, pointing [illegible] chair in a corner of the classro[illegible]

I turned to resume the lesson. [illegible] came a shattering, tearing [illegible] plained by the spectacle of the [illegible] standing on the floor with [illegible] through my attache-case!—Ethe[illegible] son, Old Manor Drive, Isleworth, M[illegible] sex.

Commendable obedience.

Sensible

THE elementary schools med[illegible] is efficient, but its value [illegible] important data are lost [illegible] children leave school. Thes[illegible] history cards are thrown as[illegible] further use.

These records should be car[illegible] the employers or panel doctors or [illegible] some central registry.—T. M. Rich[illegible] Broniestyro, Aberdare, Glam.

This has been done for years in Germany and Scandinavian countries.

● *We invite readers to write to us about any subject of public interest, keeping us in touch with the world as they see it.*

Letters should be as brief, forceful and topical as may be.

Half a guinea will be paid for each letter published. Envelopes, marked "Letter Bag," should be addressed to "John Bull," 93, Long Acre, London, W.C.2.

Indigestion

The logical Treatment

By Dr. Scott, M.D., Paris.

Indigestion, gastritis and stom[illegible] are mostly due to the formation [illegible] acid in the stomach. To neutr[illegible] acid and make the stomach [illegible] bland and alkaline, is not [illegible] quickest, but also the only [illegible] of securing relief. To do this, [illegible] prescribe 'Bisurated' Magnesia, [illegible] one product that has stood the test [illegible] time and has no dangerous after-effects. 'Bisurated' Magnesia not only neutralises excess acid, but also soothes and heals the inflamed stomach lining, thus stopping the pain at once.

Note: 'Bisurated' Magnesia — referred to above—is available at all chemists at prices from 6d. to 2/6.

'BETTER BUY

CAPSTAN

they're blended better

TWENTY CASKS of various growths of Virginia tobacco, each one right up to standard, are blended together for this cigarette. And from one year's end to another this standard never varies . . . so your better-blended Capstan is always the same satisfying smoke.

10 for 6d. 20 for 11½d. PLAIN OR CORK TIPPED

Issued by The Imperial Tobacco Company (of Great Britain and Ireland), Ltd. C.C.558.A

His Hair was Dry and Brittle and Constantly Falling

New Hair Growth by using KOTALKO

King's Lynn.

"I had several bald patches and my hair was dry and brittle, and constantly falling.

"After using Kotalko for one month there was a wonderful improvement and soon new hair could be seen coming along on the bald spots. Now my hair looks as well as it ever did."

H. A. WARD.

Thousands of men and women have regrown fine new heads of hair by using KOTALKO and KOTALKO SOAP. They regrow the hair by freeing the scalp from hair-destroying dandruff, and all other poisonous and malodorous germ-clogging, softening the scalp hardened and restoring new and vigorous life and growth.

KOTALKO
TRUE HAIR GROWER

Whether your hair is thin or falling out, or full of dandruff, or if you are nearly bald—use KOTALKO and KOTALKO SOAP—the Tonic Shampoo.

To JOHN HART BRITTAIN, Ltd., 9, Percy St. (51.GA), London, W.1. Please send me, post paid, Testing Packets of KOTALKO and KOTALKO SOAP with directions, for which I enclose 3d. in stamps.

NAME .....

ADDRESS .....

Feed Hair Roots with KOTALKO Cleanse & Soften Hair Follicles with KOTALKO SCALP SOAP—the Tonic Shampoo.

Use
Snowfire
Tablet
to prevent
chapped faces
& cracked lips

3d. Family Size 7½d.

Soft Snowfire in Tins 3d.

THIS MAN WAS A PHYSICAL WRECK!

Invalided Out of The Army with

SHATTERED NERVES

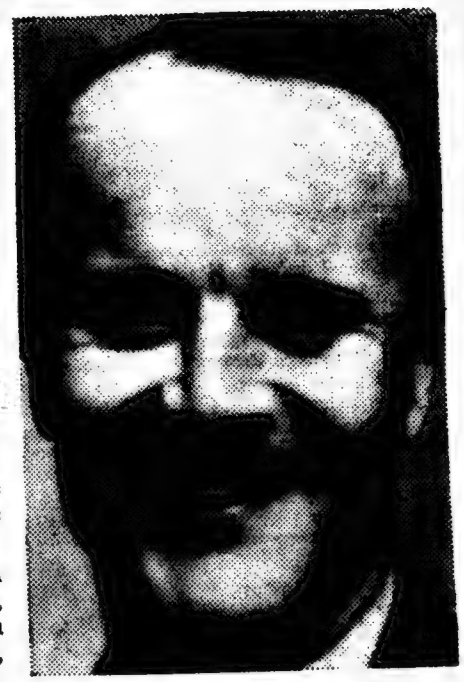
NOW IT IS A

SHEER JOY

TO BE ALIVE

Thanks To

Dr. Cassells Tablets



(From Our Own Health Investigator)
Wimbledon, Wednesday.

Through all the horrors of the Somme, Ypres, Passchaendale, the Big Retreat and Vimy Ridge!

Then a year of malaria-stricken soldiering on the Afghan Frontiers, followed by some four years in Mesopotamia, Kurdistan, Palestine, etc.—small wonder that Mr. R. W. Crawley, a machine-gunner on an armoured car, succumbed to the strain.

But to-day he feels "fit and grand" as he told me when I called at 68, Hamilton Road, S.W.19, to gather first-hand information of his astounding recovery through Dr. Cassells Tablets.

"It is a sheer joy to be alive," was Mr. Crawley's first remark to me.

CRUEL EFFECT ON NERVES

"Like nearly every 'Tommy," he continued, **"I had my full share of perils, privations, exposure and war strain. It's a long time ago, but no one can exaggerate the cruel effects of war and campaigning on the nerves and frame. It sapped every ounce of energy from me."**

"It is difficult to imagine that you were invalided out of the Service," I remarked.

"The Army doctors declared me to be a physical wreck," he said, **"with nerves shattered. They did their best to patch me up, but did not succeed. On my return home my nerves were always on edge. I could not tackle the slightest job!**

"I seemed to lose control of my limbs, was always jumpy and unstrung, and afraid to face even the little things of life. I don't think a man could have felt worse than I did, and it seemed to have set in for the rest of my days, which did not promise to be very long."

THE HIGHWAY TO HEALTH

"Yet, after all, you did find the Highway to Health," I observed.

"Yes, but only when I placed faith in Dr. Cassells Tablets, which were strongly recommended to me by some anxious friends. To them alone I owe my present healthy, happy condition, for they brought me back to an A.1. state, giving me that good feeling of fitness I have now enjoyed for such a long time. I say definitely, that they are a wonderful tonic and nerve strengthener, and I am positive they can bring the same relief to other sufferers."

Every day thousands of people are benefiting from the marvellous formula known to fame as Dr. Cassells Tablets. No suffering man or woman should deny themselves the glorious health which Dr. Cassells Tablets can so surely bring! If YOU are a victim of—

HEADACHES	PALPITATION
BACKACHE	HYSTERIA
IRRITABILITY	INDIGESTION
NEURALGIA	NERVOUS BREAKDOWN
SCIATICA	NEURITIS
DEPRESSION	

get a bottle of Dr. Cassells Tablets NOW!

Nerve Weakness is at the bottom of a vast amount of health troubles. It affects every function of the body. But notice the difference which Dr. Cassells Tablets bring about. As they soothe, strengthen and tone the whole nervous system, so does every part of your body benefit.

Dr. Cassells Tablets are the complete treatment . . . they strengthen the nerves whilst they rejuvinate the whole body. Do not suffer longer, begin to take Dr. Cassells Tablets TO-DAY!

From All Chemists

6d., 1/3, 3/-, & 5/-

Dr. CASSELLS BRAND TABLETS

CHILD'S BEST LAXATIVE

Don't rush to extremes when you realise suddenly that your child's bowels need opening and give him a strong dose of medicine! The best way to relieve a child's tender little bowels is the *natural* way

'California Syrup of Figs' is the gentlest, safest laxative you can possibly give a child. It starts an easy bowel movement that carries away all the poisonous contents of the bowels—all the hard, pent-up matter and half-digested food that makes him feel so miserable.

In a few hours, when the child's bowels have been relieved, when he's had a thorough but gentle internal cleansing—the difference in him is amazing. He's bright and cheerful again, full of energy. Always give a little 'California Syrup of Figs' when you think your child is "stuffed up" after missing a day. 'California Syrup of Figs' is a pure fruit laxative. It never "over acts," never causes the slightest discomfort—it is always kind to a child's extra sensitive little inside.

Many mothers have adopted the plan of a dose of 'California Syrup of Figs' once a week. It keeps the child regular, happy and well

'California Syrup of Figs' is recommended by doctors and nurses and is sold by all chemists 1/3 and 2/6. The larger size is the cheaper in the long run. Be sure you get 'California Syrup of Figs' brand.

From ACUTE

INDIGESTION

Here's a man to whom a meal was just a pain in the stomach. He discovered a sure remedy for indigestion, and now he eats anything that comes on the table, then sits back and feels fine. Read his letter. It contains good news for you.

'I have been a sufferer for some time past with ulcerated stomach and acute indigestion. I have attended a London Hospital and have been on special diet for over a year, which no doubt did me a lot of good, but the indigestion trouble returned about six months ago. After trying most remedies without success, I gave it up as a bad job, but on Saturday morning eight weeks ago read a small advert. for Digestif Rennie in my morning paper. On Saturday evening my indigestion was so bad that I purchased a 6d. trial size. I took one, then after reading that they were harmless, I took three more, and oh! what joy, the relief was wonderful, and now I take one after every meal. I am very happy to state that I can now sit down and enjoy my meals without any ill after-effects by taking one Digestif Rennie.'

December 22nd, 1936. H.A.W.H., Worthing.

There are 15 ingredients in Digestif Rennie. They conquer the acid in your stomach. They mop up the stomach gas. They digest your food. Dissolving without water, they enter the stomach undiluted. Pain goes. Indigestion is no more. 'Rennie' tablets are pleasanter—they taste like sweets. They are more convenient—you carry as many as you'll need. Each is wrapped in wax paper. Digestif Rennie (Brand) Pastilles are obtainable from any chemist. Get some to-day and say a sweet good-bye to indigestion. Trial size 6d. Family size 1s. 9d.

Digestif Rennie
You suck it like a sweet

for Hoarseness

Ingredients of Vick brand Vapour-Rub in the form of a pleasant sweet. 6d

Vick BRAND Lozenges

TASTE GOOD — DO GOOD

The Editor Laughs Last

J. W. Highbury. ***"A footballer must know the exact moment to pass the ball." If he doesn't, he can rely on the spectators to tell him.***

HETTY (Kew).—"The snow fell in cold flakes." Warm ones, of course, are not nearly so uncomfortable.

F. A. N. (Bury).—"I cannot help marvelling at the æsthetic beauty of a good goalkeeper in action." His saving grace.

D. N. G. (Brighton).—"A man with a television set is popular." The neighbours look in.

JIM (Mortlake).—"I can never understand why women always write with a blunt pencil." There certainly seems to be no point to it.

MONTY (Cardiff).—"I had just bought a pound tin of tobacco when my doctor ordered me to give up smoking." That put the lid on it.

MASTER MAN (Harringay).—"To save sacking my men during the quiet time, I put my tailors on to making flannel trousers." Slack time, eh?

L. D. S. (Birmingham).—"To be really successful a dentist must have a magnetic personality." In other words, pulling power.

WALLFLOWER (Gloucester).—"I couldn't go on the floor at the dance because of my chilblains." But your feet were itching, eh?

NEWLYWED (Bournemouth).—"When the knife broke he just flung it down on the dining-table and stamped out of the room." Ah, a bad temper!

CYCLIST (Sheffield).—"There I was, miles from the nearest village and a puncture in my tyre!" We bet you were feeling flat.

THOS. J. (Manchester).—"The poor man is in a constant state of anxiety over his next meal." The rich man, on the other hand, worries over his last.

DAD (Ely).—"Because my small son climbed on my shoulders, my wife gave me a lecture." So they both got on to you!

CYCLIST (Boston).—"I had the presence of mind to take a photograph of the scene of the accident which refuted his contention that the fault was mine." Your exposure was opportune.

FARMER (West Country).—"My farm is a long way from a road, and my only access is a very muddy track, yet I do not feel inclined to move." You appear to be stuck in a rut.

J. A. (London, W.).—"I can sleep with my eyes open." Ah! dramatic critic!

N. F. (Portsmouth).—"I know several sailors whose favourite drink is cocoa." Rum!

G. N. (Moorgate).—"I am up one minute and down the next." Are you a liftman?

CYRIL (Sheffield).—"It's been trembling on my lips for weeks, so what do you advise?" Shave it off.

ARTIST (Chelsea).—"I make a point of featuring my husband in every picture I paint." A model husband, in fact.

T. R. (Southend).—"Long legs usually denote intelligence." They should carry their owners a long way.

BUSINESS MAN (Liverpool).—"London drains so much of the country's resources that all provincial business men have the one aim." Yes, capital.

L. B. N. (Fulham).—"She knows that being very short she looks her best sitting down. So all the evening she won't budge from her chair." Sitting pretty!

DEJECTED (Chester).—"I was very keen on her till she abruptly refused to see me on grounds of a slight cold." Which, naturally, you took as a cold slight!

ACROBAT (Acton).—"My salary is not so much now for a ground act as it was when I was a member of a trapeze troupe." Your turnover was higher then.

IF you are troubled by any matter—except, of course, of a medical nature—you can obtain free expert advice that will help you. A stamped and addressed envelope marked "Free Advice" is all that you have to send with your query. Write to-day. The replies given on this page to facetious correspondents are for your entertainment.

A. M. (Brighton).—"My son asked me to do an algebraical problem in his homework, but of course it wasn't right." We have forgotten our maths too.

T. A. (Woking).—"A report states that a young French nobleman drank six pints of wine at one draught." We can't swallow that.

M. M. (Brighton).—"A man can't disguise the fact that he has a weak chin" Of course he can. And save money in shaving-soap, too.

STRUCK (Liverpool).—"Love compels a man to think of diamonds." Marriage, on the other hand, compels him to think of clubs.

J. L. (Bradford).—"People who go back to thin cotton undervests early in the year are simply crazy." Perhaps driven that way by the woolly ones.

OUTSIDE-LEFT (Walthamstow).—"Through talking carelessly, goalie let it out that he missed the ball intentionally so that the other side would win." He gave the game away, in other words.

ALGY (Park Lane).—"While he helped me on with my sweater, my valet told me an untruthful story about his mother's illness in order to get a holiday." He pulled the wool over your eyes, eh?

WILL H. (Birkenhead).—"I read that for a fee of £1,000 from a scientist, an American student knocked himself unconscious with a club." He laid himself out to make money, then?

UNDERGRADUATE (Cambridge).—"Any man who is successful in obtaining his rowing Blue is sure of a well-paid post when he leaves the University." You consider that he has a bigger pull than the others?

MRS T. (Southampton).—"I accused my husband of being mean, but have altered my opinion since he has taken to making me little presents." He has brought things home to you, in other words.

RINK (Bournemouth).—"I have started skating again, and as I was fairly proficient many years ago, I thought that I had nothing to learn." But that was where you slipped up.

SIDE-SLIPS

Examples of unconscious humour from the current Press are welcomed. Actual cuttings must be sent. 2/6 is paid to the sender of each item published. Mark envelopes "Side-Slips."

SOUTH WALES ECHO AND EXPRESS:—"The ideal woman should possess her share of good looks without reminding one eternally that beauty is but SIN-deep."

FOLKESTONE HERALD:—"He had been fined £10 and costs and his licence SUSPECTED for twelve months. . . ."

GLOUCESTER CITIZEN:—"This WAS reflected to-day by the PIG post received . . ."

NOTTINGHAM EVENING NEWS:—"———; it is stated, had no people of his own, and as he had been unwell DECENTLY he had been staying . . ."

SOUTH WALES EVENING ARGUS:—"A second charge of driving without SEASONABLE consideration was withdrawn."

DUBLIN EVENING MAIL:—"Although he had never flown an AERODROME in his life before. . . ."

BIRKENHEAD NEWS:—"The fire occurred in a room over a butcher's CHOP. . . ."

"It must be important—they're using italics now."
—From "The Passing Show"

L. M. (Edgware).—"Someone [illegible] that we are to have waterproof [illegible] notes." To save up for a rainy day.

H. M. (Ely).—"The wise son does not repeat the indiscretions of his father." Especially if the latter is listening.

CAMPAIGNER (Gosport).—"After a fierce battle the natives made a hasty retreat to higher ground." They took to their legs.

M. L. (Gosport).—"I do not thank me of the new electric fire that my wife insisted on buying." It leaves you cold.

T. H. (Earl's Court).—"Women spend too much on clothes and men too little." In other words, cause and effect.

I. M. (Bucks).—"Sometimes my wife seems to forget what she is doing and buys all the jumpers and pullovers she can." She goes wool-gathering.

EQUESTRIENNE (Lyndhurst).—"I hate to see women riding in badly fitting breeches and leggings." You consider that a good habit.

L. O. T. (Chelsea).—"It's painful to an auctioneer to have to auction a man's property." Especially when his wife comes under the hammer.

R. T. (Blackpool).—"A woman wears a ring to show she's married. A man ought to wear a bracelet." Wouldn't a bangle be more significant?

CURIO (Peckham).—"I possess an old Indian horse-bridle which is made of gold and studded with rubies." Aren't you exaggerating a bit?

J. B. C. (Perth).—"What sort of house can one get for £500 to-day—and, anyway, who's got £500?" The sort of house you want is waiting to be won on page 47—and JOHN BULL will pay you £1,000 and a Life Pension to accept it!

J. C. B. (Ealing).—"My motto is 'Stick to the straight and narrow path' and you won't go wrong." Ah! tight-rope walker.

R. E. (Newcastle).—"A schoolboy recently horrified me by skating across a pond of barely-formed ice." We foresee a brilliant political career for the lad.

H. H. (Selkirk).—"If only some men would pause and step back to view the effect of their work they would receive a big flop." Especially if they happened to be steeplejacks or window cleaners.

THINKER (Warwick).—"While out solilo-quising recently I was wafted right into the air, and I didn't come to myself for some time afterwards." Did you manage to get the number of the car?

(Many replies unavoidably held over)

HOW NURSE CURED HER RHEUMATISM

Rheumatism is no respecter of age, sex, social position. Rich men, poor men, [illegible] women and idle women all provide victims for this demon of pain. When Nurse [illegible] found that she had been singled out she left work and cleared the Rheumatism away with Fynnon Salt.

"I am a private nurse," she writes, "and I have had Rheumatism since the War, having got so very wet at night when in charge of [illegible] in the hospital grounds. One very wet night I got four of the men's great coats soaking through, one on each round, and that started the Rheumatism. It got into my hands, showing itself by forming lumps in my finger joints. I showed them to a Nursing Home Matron and she told me to try Fynnon Salt. She had heard it was so good. I have only taken one tin, but the lumps are much smaller and you can tell what that means to me in my work. You can bet I shall keep on with Fynnon Salt."

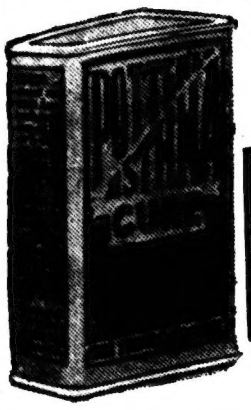
Even stubborn cases will yield if you take Fynnon Salt every day. Don't expect a miracle at once, but in a few days you will notice a new suppleness in the joints, a blessed freedom from pain. From all chemists, 1/3 per tin.

If you are subject to attacks of Asthma or Bronchitis, or other painful Chest Troubles you should go to your Chemist at once and get a tin of

POTTER'S ASTHMA CURE

It gives you

INSTANT RELIEF



Keep Potter's in the home ready for use—you will then prevent attacks at night when relief is so necessary.

A.P.W. writes:—"I have been a sufferer from Asthma for 9 years and am finding great relief from Potter's Asthma Cure. It helps me to breathe more freely and is most soothing. I feel most grateful for the rest it enables me to get. I have no hesitation in recommending it to any fellow sufferer. I have no objection to this being published should you wish it."

Don't hesitate, because the longer you allow Asthma to remain in your system the stronger hold it will have on you. **Potter's Asthma Cure gives immediate sweet and soothing relief** and sufferers tell us it actually makes existence possible and has given them ease and comfort such as they had long been strangers to. There is no medicine or tablets to be taken. Simply inhale the pleasant fumes of Potter's Asthma Cure and instantly that nightly gasping for breath and attacks of coughing cease as if by magic. There is no need for delay as **every chemist everywhere sells Potter's**—it is the one remedy that will give you the relief you need. If you are a sufferer from these distressing complaints, write for a copy of the interesting booklet "Are You Asthmatic?" which gives useful information as to treatment, as well as hints on health and diet.

OUTDOOR WORKERS who suffer from Asthma or Bronchitis, and are obliged by their occupation to be outdoors in all weathers, especially fog, should smoke Potter's Asthma Cigarettes and Smoking Mixture for immediate soothing relief. Always carry a supply with you and thus avoid future attacks. Chemists and Stores everywhere sell them.

POTTER'S ASTHMA CURE

No Asthma sufferer should ever be without a tin of this wonderful remedy in the home—attacks frequently come on without warning. It is also unequalled for Bronchitis, Catarrh, Chest Tightness, Hay Fever, Whooping Cough, Croup, Chronic Colds, etc. It contains no opiates or habit forming drugs and does not cause headache.

Supplied by all Chemists, Herbalists and Stores in full-sized tins at 1/6, or direct, post free 1/9, from Potter & Clarke, Ltd., 60 Artillery Lane, London, E.1.

THIS CAN BE YOU!

~~Ill and Suffering~~ RADIANT HEALTH

~~Irritable Nervous~~ STRONG NERVES

~~Run down Weak~~ TIRELESS ENERGY

~~Pale-faced Anaemic~~ ROSY CHEEKS

~~Blotchy Pimply Skin~~ HEALTHY COMPLEXION

How 'VIKELP' Replaces Lost Minerals, Iodine & Vitamins in Blood & Glands—Gives Vigorous Health, Calm Nerves, New Strength & Energy—Normalises Weight & Builds Resistance against Infection & Diseases—*Without Drugs!*

FROM a weak, run-down, ailing, nervous wreck into a new being—healthy, strong, full of the joy of life... *this—"VIKELP" will do for you!* No longer need you be a prey to every cold, 'flu and sore throat epidemic that comes along. No longer must you suffer loss of vigour and energy, constant stomach distress, rheumatism, neuritis and other similar disorders. After years of scientific study, specialists in nutrition attribute these widespread ailments to a simple, easily corrected but often UNSUSPECTED condition—UNDER-NOURISHMENT.

The human body must have a definite supply of 12 life-giving Minerals, Iodine and Vitamins. Nation-wide investigation has, however, revealed that modern living conditions, work and worry use up more of these precious substances than our cooked foods can supply. The vital glands controlling the strength and weight-building process are actually starved for natural Minerals, Food Iodine and Vitamins!

"VIKELP" made from an amazing sea plant (Kelp*), actually puts back the vital elements upon which your Health, your Physique—in fact your whole existence depends. With the precious substances in "VIKELP" you build resistance to infection and disease, normalise your strength and weight-building glands, get the full nourishment from the food you eat, enrich the blood and build up tireless energy and vigour.

RESULTS in 10 DAYS or NO COST!

Start "VIKELP" today. Take 3 Tablets each meal for 10 days. Note the tremendous improvement in your strength and endurance. Notice how much better you feel, how your appetite and digestion improves, how stomach disorders, constipation and other ailments are relieved. Note how well you sleep, how your nerve force is increased, and how your body glows with new life and vigour. Even your weight normalises itself. If you are not thoroughly pleased with results, your money will be returned. If your dealer hasn't "VIKELP" Tablets send 3/6d. for 10 days' guaranteed treatment to Health Products Laboratories Ltd., Dept. JB.3/1, 10 Henrietta Street, London, W.1. Priced 1/9d. to 17/6d.

VIKELP BRAND HEALTH and BODY BUILDING TABLETS

***WHAT THIS AMAZING PACIFIC OCEAN KELP IS!**

For centuries this sea plant from which "VIKELP" is made has lain on the very floor of the Pacific Ocean—its wonderful strength-, health- and life-giving properties undiscovered. Now at last it is hailed as not only abundant in the **Vitamins A, B1, B2, D and E** *but as the world's richest source of Natural Iodine and all the essential Minerals* **(Iron, Calcium, Phosphorus, Magnesium, Potassium, Manganese, Sulphur, Copper, Sodium, etc.).** *In fact, it contains more* **Minerals** *and* **Iodine** *than you can get from raw vegetables, fruit, milk, meat and fish (including cod and halibut liver). Now for the first time in one food substance "VIKELP" gives you the 5 Vitamins in combination with all the life-giving minerals.*

The Little Cigar Habit *is growing!*

A Marcella Whiff lightens the tedium of travelling! Buy a few today and discover for yourself what volumes of enjoyment these fragrant little cigars give for a moderate outlay.

MARCELLA *Whiffs*

3 *for* 6d • 5 *for* 10d • 10 *for* 1/8

M.W.20

LIFE PENSION AND FORTUNE WON IN CROSSWORD NO. 51.

In connection with "John Bull" Crossword No. 51, the Adjudication Committee decided that the most meritorious Answers on one Square (see page 44) were those submitted by:—

B. J. MOSS, LOWER TEAN, STOKE-ON-TRENT, STAFFS,

who, subject to the Terms and Conditions of the Competition, will receive £350 cash, £5 weekly throughout Coronation year and £6 Monthly for life commencing 1938, or a lump sum of £850 cash.

Any other entrant who believes that he submitted a Square eligible for a share of this Prize, must demand a Scrutiny by not later than First Post, Tuesday, March 9, sending £1 Scrutiny Fee, copy of all Squares submitted and Postal Order number. Envelope to be registered, marked "Scrutiny" and addressed to the Competition Editor of "John Bull."

No scrutiny can be undertaken in connection with the Award of £100 to Runners-up. This Prize has been divided between the following 17 competitors from whom we received Squares inferior in merit by reason of only one less apt and accurate Answer compared with the best Square received:—

Miss F. Bryan, New Seaham; P. F. Bull, Southampton; S. Cannell, Rickmansworth; Mrs. L. Cohen, Hendon; B. Corney, Southend, Argyll; C. L. Englert, Pinner; M. Farrand, Blackpool; F. Glanville, London, N.4; A. Johnstone, Lockerbie; R. B. Lawrence, Calne; H. W. Malyon, Cheam; Mrs. M. Martin, Blandford; J. H. Scrutton, Manchester; G. W. Sims, Bristol (2 shares); T. Sowter, Cannock; E. L. White, Malmesbury.

For each winning Square the sum of £5 17s. 8d. will be received by these winners, together with a £9 9s. All-wave "Ferranti" Radio.

A useful Surprise Award for each of 177 entrants from whom we received a Square differing from Squares of Runners-up by only one less meritorious Answer will be posted this week.

Bullets Colossal Coronation

WIN THIS GIANT 4-IN-1 FIRST PRIZE FOR 2, 3 or 4 WORDS

IDEAL HOME

plus

£3 WEEKLY LIFE PENSION

plus

£1,000 CASH

and

FAMILY CORONATION WEEK IN LONDON

YOUR £1,500 'JOHN BULL' HOUSE

As the winner, you will be presented with a freehold house, built to your own needs on any site you select fully equipped, furnished and provided with every luxury you desire, including garage if required and laid-out garden—to the total value of £1,500.

WINNER, accompanied by wife (or husband) and one or two children, will be provided with superb seats for the glittering Coronation Procession, best available hotel accommodation and a round of gaiety in London during the week ending May 15.

IF WINNER PREFERS, HUGE LUMP SUM OF 3,000 GUINEAS WILL BE ALLOWED IN PLACE OF 4-IN-1 PRIZE

WIN A £1,500 HOME, PENSION, FORTUNE AND CORONATION WEEK!

BEFORE you to-day is *Bullets* colossal Ideal Home Coronation Offer, bringing within your reach not only a £1,500 Home of your Own, built and furnished precisely to your requirements, but also an immediate fortune of £1,000 in cash and a solid Life Pension of £3 a Week. Further, to celebrate capturing this sensational First Prize, JOHN BULL invites the winner and family to London for Coronation Week.

Below you will read how Mr. G. R. Rainier is enjoying the beautiful Ideal Home which JOHN BULL built for him as part of his giant *Bullets* First Prize in a past Contest. Here is *your* opportunity to win independence for life and an Ideal Home of your own!

Altogether, no fewer than 1,200 cash prizes must be won in this historic Contest—and to each one JOHN BULL will add a superb silver Coronation Medal. Finally, every entrant who qualifies as directed will receive, during the historic week ending May 15, a Coronation Surprise Gift, which is handsome, of special use to "Bulleteers" and obtainable in no other way.

THE HOUSE THAT "JOHN BULL" BUILT

JUST before the late King George's Jubilee, a struggling ex-officer, Mr. G. R. Rainier, entered a "Target" Prize coupon for *Bullets* 978th Contest. On it was the neat and homely effort, OUR CHICKS—"COOP" US—RECOUP US, which secured him the Ideal Home First Prize.

To-day, with Mrs. Rainier and his little son Michael, Mr. Rainier is enjoying life to the full in the beautiful £1,500 Ideal Home—"Green Lawns," Avenue Road, Highcliffe, near Bournemouth—which JOHN BULL built to his requirements.

Set well back from the road at the end of its own private drive, "Green Lawns" is a house with character; it was planned by a well-known Bournemouth architect, whose services were paid for by JOHN BULL on Mr. Rainier's behalf.

Open the oak front door and you will pass through a lobby to another door before you reach the oak-floored hall. No draughts for the Rainier household!

There is an air of quiet luxury about the spacious lounge, with its tasteful green walls—and your eye falls admiringly on the hand-built brick fireplace which is a feature of the room. Thanks also to the charming furniture, here is comfort indeed.

Leading conveniently off the adjoining bright dining-room is Mrs. Rainier's up-to-date kitchen—the sort of kitchen that is but seldom seen outside Ideal Home Exhibitions. There is a tiled recess for the boiler, a modern stove, built-in china and store cupboards, good larder—in fact, there are places for everything. What woman would not be thrilled by such a place in which to work?

"Daddy won our home"

A comfortable little room is Mr. Rainier's own "den," with a neat panel fire built into the wall; above it, proudly framed, hangs the telegram from JOHN BULL which heralded the rising of this Bullets Ideal Home.

Upstairs is Michael's playroom, with a fine, roomy toy cupboard. Next to this is the luxurious bathroom, whose rubber floor and special walls enable a small boy (or a small boy's father) to splash to his heart's content.

In their principal bedroom you find cupboards built into the walls, panel fires fitted and the ceiling rounded to prevent dust. From the windows, one looks down on the carefully planned garden in which this happy little family will enjoy endless sunny hours.

Think of it—rent is a thing of the past for Mr. Rainier, and his home is one such as folks with ordinary incomes can only dream about! But you can win your Dream Home, just as he did, by thinking out some neat *Bullets* and entering them within the next few days.

Result of Competition No. 1,061 will appear n

THE WAY TO WIN

READ carefully through the list of *Examples* and select, say, half a dozen on which to work. Write down these chosen *Examples* and to each one add all the rough ideas it suggests to your mind.

Now, a completed *Bullet* must consist of TWO, THREE or FOUR words of apt and original comment, closely fitted to the selected *Example*.

Suppose, for instance, that against the *Example*, BEFORE THE STORM BREAKS, you had scribbled down, *In Europe, Will Nations Get Together?* From that simple idea you could readily produce the typical *Bullet*, BEFORE THE STORM BREAKS—EUROPE'S "SHEEP" GETTING TOGETHER?

Before starting on your own efforts, study closely the good points of these winning *Bullets*, each of which brought its sender a huge First Prize.

PITY
DON'T HIDE—DON'T SEEK!
FOR SERVICES RENDERED
KING "PINNED ON CROSS."
MAN IN A BATH-CHAIR
"WALKS"—IN "MEMORY'S GARDEN."
EPITAPH I'D LIKE
"MISSED GREATNESS—GREATLY MISSED."
A HIGHWAYMAN
PESSIMISM—HOLD YOURSELF UP!
MAN WITH A GUN
WASN'T "GREATEST SCULPTOR'S" DESIGN.

Now start on your own *Bullets* and enter by Saturday, March 20, using coupons from opposite page.

Add 2, 3 or 4 words to any "Example"

GEORGE AND ELIZABETH
IN THE WAY OF PEACE
PARADISE FOR TWO
WHERE WHITEHALL FAILS
GROUNDS FOR DIVORCE
ON CORONATION DAY
FIGHTING FOR FREEDOM
CHEER UP, MR. TAXPAYER
BEFORE THE STORM BREAKS
PROBLEM FOR GENEVA
TO AVOID A COLLISION
GOOD COMPANIONS
NOW SONNY'S A SCOUT
IN SEARCH OF TRUTH

HARD-HEADED	BE A BRICK AND
TREACHEROUS	ON HIS FEET
CRAZY	APART FROM HER
BROKEN DOWN	MOTHER'S JOB
INTERFERING	IN THE ABBEY
ALL TALK	IN THE NURSERY
WAR FEVER	MOVED TO TEARS
THE JOKE IS	"THAT'S GOOD!"
RUBBISH	COWARDICE
WEAKER SEX	WHAT DARBY SAID
RELENTLESSLY	HE'S A SPORT, SO

SEEDS OF DISSENSION
WHEN BABY'S ILL
CLUTCHING AT A STRAW
NEVILLE'S HARVEST
DEATH AND DESTRUCTION
JOHN MAY GROUSE, BUT
TO CROWN EVERYTHING
HEARD AT THE SALE
WHEN BRITAIN STARTS
FLAME OF PATRIOTISM
GLAD TO BE ALIVE
WHEN SLUMS HAVE GONE

READ THESE RULES CAREFULLY.

1. The First Prize will be awarded for what, in the opinion of the judges in consultation with the Editor, is the best Bullet received and the other prizes in order of merit. The [illegible] cleverness, aptness and originality. The Editor undertakes that every Bullet received shall have careful consideration by a competent staff of qualified judges.

2. Only two attempts may be written on each coupon and a postal order must be [illegible] the rate of 6d. for each coupon made use of. This must be made payable to JOHN BULL [illegible] crossed /& Co./. Entrant's name, address and date of posting must be written on back of [illegible] order, the number of which must be duly noted on each coupon submitted. Coupons must not be mutilated.

3. The Editor's decision on any matter of dispute arising in connection with this competition must be accepted as final and legally binding in all respects and acceptance of this rule is an express condition of entry. Employees of Odhams Press Ltd. and their families are not eligible.

RESULT OF "BULLETS FOOTBALL" No. 2

The following competitors entered markings varying at one point only from those of the Adjudication Committee:—

H. Atkin, 56, Ambrose Street, Derby; D. Gladstone, 27, Clarendon Road, Ealing, W.; T. Clark, Clouden Hill Inn, Forest Hall, Northumberland; J. Comber, 274, Hearne Road, Ilford; Miss M. Cowper, 59, Canning Bank Road, Garston, 19, Balcombe Green, Leeds; C. G. Elliott, 64, Grove Crescent, Kingsbury, N.W.; Mrs. A. Gledhill, 2, Arthur Street, Haddenfield; Mrs. E. Hewer, Lodge, Hinchcourt, Hinchley Park Road, Hinchley; H. H. James, Mountain View, 2 shares; J. Jones, Van House, Van Mines, Llanidloes; E. Martell, 50, Grimal Buildings, Horsmire Road, Lambeth, S.E.; G. Mason, 15, Pine Grove, Haldstone; Miss V. Thomson, Bolholm, Palmer Lane, Pinner; W. H. Twomey, 36, Red Lane, Kenilworth.

Subject to the Terms and Conditions of the Competition, these competitors will share the £300 First Prize and a cheque for £50 will be sent for each successful coupon.

Any other entrant who believes that he submitted a Coupon eligible for a share of this Prize must demand a scrutiny by not later than First Post, Tuesday, March 9, sending £1 Scrutiny Fee, copy of all Coupons submitted and Postal Order number. Envelope to be registered, marked "Scrutiny" and addressed to the Competition Editor of "John Bull".

No scrutiny can be undertaken in connection with the Award of £300 Second Prize; there were 169 entries differing at two points only from the Committee's marking, and their senders will each receive the sum of £1 3s. 9d.

A list of these Second Prize winners can be seen at the "John Bull" offices, and all have been notified.

THIS CONTEST IS NOW CONTINUED TO "BULLETS BULLETIN." SECURE A REGULAR SUPPLY BY FILLING UP AND POSTING COUPON ON OPPOSITE PAGE.

Celebration Offer

£50 and CORONATION SEATS FOR TWO plus Fares & Hotel Accommodation
£75 and CORONATION SEATS FOR TWO plus Fares & Hotel Accommodation
£100 and CORONATION SEATS FOR TWO plus Fares & Hotel Accommodation
£200 and CORONATION SEATS FOR TWO plus Fares & Hotel Accommodation

UNLIMITED FREE CORONATION SURPRISE GIFTS!

To all entrants who qualify as directed below, "John Bull" will despatch, for arrival in Coronation Week, a specially prepared, handsome, useful and appropriate CORONATION SURPRISE GIFT, not obtainable in any other way

VALUE OVER 2/- EACH

EXAMPLE		
BULLET		
EXAMPLE		
BULLET		
(1,064)	P.O. No.	**Signed** .....
Closing SAT., March 20.	I agree to enter in accordance with the rules announced on opposite page. With 1 Coupon send P.O. for 6d.	**Address** .....

EXAMPLE		
BULLET		
EXAMPLE		
BULLET		
(1,064)	P.O. No.	**Signed** .....
Closing SAT., March 20.	I agree to enter in accordance with the rules announced on opposite page. With 2 Coupons send P.O. for 1s.	**Address** .....

EXAMPLE		
BULLET		
EXAMPLE		
BULLET		
(1,064)	P.O. No.	**Signed** .....
Closing SAT., March 20.	I agree to enter in accordance with the rules announced on opposite page. With 3 Coupons send P.O. for 1s. 6d.	**Address** .....

EXAMPLE		
BULLET		
EXAMPLE		
BULLET		
(1,064)	P.O. No.	**Signed** .....
Closing SAT., March 20.	I agree to enter in accordance with the rules announced on opposite page. With 4 Coupons send P.O. for 2s.	**Address** .....

N.B.—REMEMBER YOUR FREE CORONATION GIFT LABEL

over 1,100 OTHER DOUBLE CORONATION AWARDS

£45	£40	£35	£30	£25
£24	£23	£22	£21	£20
£19	£18	£17	£16	£15	£14
£13	£12	£11	£10	5 of £5
10 of £4	10 of £3.10	10 of £3
10 of £2.10	10 of £2	20 of £1.10	100 of £1
1,000 of 2/6	4,000 DOUBLE-STAR TARGETS 8,000 STAR TARGETS

UNIQUE AND HISTORIC CELEBRATION BONUS WITH EVERY CASH PRIZE

SILVER CORONATION MEDAL

A SUPERB SOUVENIR PRODUCED BY THE ROYAL MINT

How to secure your CORONATION PRESENTATION

To be eligible for Coronation Gift, enter four or more sixpenny (or prize) coupons in same name and address for "Bullets" Competition No. 1,064, actually enclosing in same envelope the Coronation Gift Voucher Label on this page, bearing stamps value 4½d. firmly affixed as directed. No Gift allowed unless all instructions are carefully followed (Irish Free State readers to attach 1½d. stamp only to Voucher Label, since only non-dutiable Gift can be despatched.)

FREE GIFT LABEL

AFFIX THREE 1½D STAMPS FIRMLY TO SPACES BELOW AND ENCLOSE LABEL WITH 4 OR MORE COUPONS AS DIRECTED.

BY LETTER POST IMMEDIATELY WITH GREAT CARE

YOU MUST AFFIX 1½d. STAMP HERE | YOU MUST AFFIX 1½d STAMP HERE | YOU MUST AFFIX 1½d STAMP HERE

NAME ----------

FULL ADDRESS ----------

FREE TO OBTAIN SIX FREE ISSUES OF "BULLETS BULLETIN" (AND CROSSWORD GAZETTE), YOU ARE INVITED TO ENCLOSE THIS COUPON WITH "BULLETS" OR CROSSWORD ENTRY.

Please register me for six weeks' free supply of *Bullets Bulletin* and JOHN BULL'S *Crossword Gazette*. I have affixed 3d. in stamps to this coupon for postage.

NAME.....

ADDRESS .....

.....

Supply can be arranged more speedily by posting coupon direct to BULLETIN DEPT., ODHAMS PRESS, LTD., 30, Bedford Street, W.C.2.

Affix 1½d. stamp here

Affix 1½d. stamp here

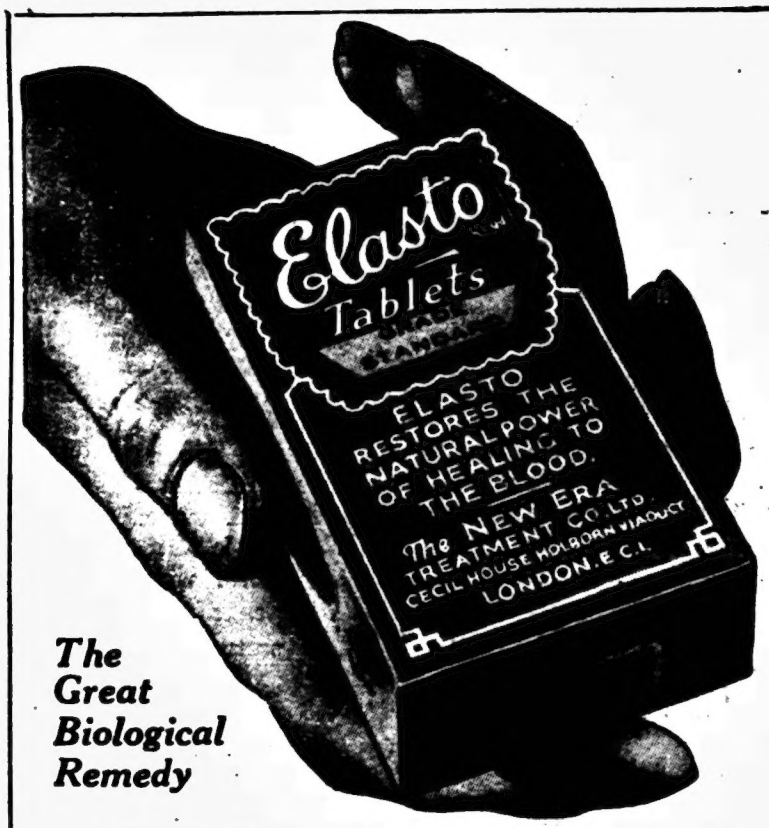
If you wish to use Advertiser's Coupon on back, you can apply for your free issues of "Bullets Bulletin" on plain paper.

Your Entry must be in by Saturday, March 20.

The original cheque for £750 awarded to the First Prize-winner in Competition No. 1,060 will be displayed in the window of Mr. L. Bullmore, Wellingboro' Road, Northampton.

NEWSAGENTS' PRIZES.—Cheques for £10, £3 and £2 respectively will be paid to the newsagents from whom the three chief winners in "Bullets" No. 1,064 usually purchase their copy of "John Bull."

Address Entry: "Bullets" No. 1,064, "John Bull," Long Acre, London, W.C.2 (Comp.)


Elasto
Tablets
ELASTO RESTORES THE NATURAL POWER OF HEALING TO THE BLOOD.
The NEW ERA TREATMENT CO. LTD.
CECIL HOUSE HOLBORN VIADUCT
LONDON. E.C.1.

The Great Biological Remedy

For the Veins, Arteries And Heart

Elasto

REGISTERED

The Wonder Tablet

Not a Drug But a Vital Cell-Food

A Good Circulation is the Real Basis of Health!

No ailment resulting from poor or sluggish circulation of the blood can resist the curative action of Elasto. Painful, swollen (varicose) veins are restored to a healthy condition, the heart becomes steady, the arteries supple, skin troubles clear up, leg wounds (bad leg) become clean and healthy and quickly heal, piles disappear, inflammation and irritation are soothed, rheumatism simply fades away, and the whole system is braced and strengthened. This is not magic, although the relief does seem magical: it is the natural result of revitalised blood and improved circulation brought about by Elasto, *the tiny tablet with the wonderful healing powers.*

Elasto Cures Through the Blood!

Elasto is something new to curative science, it dispenses entirely with the use of drugs; it is based on the knowledge that varicose veins, bad leg, rheumatism, piles, hardened arteries, heart weakness—to name but a few of the many ailments associated with bad circulation—*are deficiency diseases;* that in all such conditions there is a lack of certain *vital constituents of the blood.* Owing to this lack the body is unable to build up the elastic tissue needed to maintain the vein and artery walls and the membranes in a healthy condition and a state of flabbiness results. Elasto restores to the blood the vital elements which combine with the blood albumin to form organic elastic tissue and thus enables *Nature* to restore elasticity to the relaxed and devitalised fabric of veins, arteries and heart, and so to re-establish normal circulation: *the real basis of sound health.*

Elasto, The Pleasant, Handy Remedy!

Every sufferer should test this wonderful Biological Remedy which quickly brings ease and comfort and creates within the system a new health force; stimulating the growth of new healthy tissue-cells to replace worn-out and diseased tissues, increasing vitality and bringing into full activity Nature's own powers of healing. Prepared in small delicate tablets, by a special process, Elasto dissolves *instantly* on the tongue, and is absorbed directly into the blood stream, thereby actually restoring the natural power of healing to the blood! It is not a drug, but a vital cell food, which *must* be present in the blood to ensure complete health. That explains why Elasto succeeds where ordinary treatments have failed. It also explains why Elasto gives results for a few shillings where formerly pounds have been spent to no purpose. For the outlay of a few shillings you can now enjoy the tremendous advantages of this modern scientific remedy which has cost a lot of money to perfect.

Read What Users of Elasto Say

"No sign of varicose veins now."
"All signs of phlebitis gone."
"I feel ten years younger."
"Cured my swollen legs although I had been suffering for years."
"My Doctor highly praises Elasto."
"Now walk long distances with ease."
"Elasto has cured my bad legs."
"Elasto tones up the system and cures depression."
"Now free from piles."
"Varicose veins cured after 12 years of useless bandaging."
"Rheumatoid arthritis gone. I have never felt better."
"As soon as I started taking Elasto I could go about my work in comfort, no pain whatever."
"Had rheumatism so badly I could hardly walk, but Elasto cured me."
"The stinging sensations I used to get in my left arm and leg (arterio-sclerosis) are quite gone and my general health is much improved."
"Suffered for years from a weak heart, but Elasto cured me."
"Completely cured my varicose ulcers."
"I am now free from pain."
"My skin is as soft as velvet, thanks to Elasto." Etc.

Not Magic—Just Logic!

ELASTO corrects all Disorders due to bad circulation because it restores muscular tone to the heart and elasticity to veins and arteries, making them as healthy and as sound as ever. Prepared in small, delicate tablets by a special process, Elasto dissolves instantly on the tongue and it is absorbed directly into the blood stream, thereby actually restoring the natural power of healing to the blood!

The Fruits of 100 Years of Biological Research

Elasto is not a "mushroom" remedy, it was not invented overnight; it crystallises the researches of eminent physiologists, pathologists and physiological chemists over a period of more than 100 years and is prepared with great skill and with a careful regard for scientific detail by highly trained men possessing a special knowledge of the properties and functions of the blood.

For All "John Bull" Readers

FREE

A Generous Sample of this Wonder Remedy

SIMPLY fill in the Coupon below for a Free Sample and a Special Free Booklet fully explaining Elasto, the New Biological Remedy. These, together with copies of recent testimonials, we will gladly send privately, post free. Don't lose another moment! Write for these today—NOW, while you think of it! Or send 5s. for a whole month's supply (in plain wrapper) and see for yourself what a wonderful difference Elasto makes!!

This offer is too good to be missed! ★

ELASTO (Dept. 15.D), Cecil House, Holborn Viaduct, London, E.C.

The Heart, the Circulation, and Health

THE heart is the mainspring of physical existence, but it has to nourish and sustain itself from the circulation. Hence, anything which hampers free circulation soon affects the heart and we have a very literal example of the vicious circle: bad circulation, weak heart—weak heart, bad circulation. The various parts of the circulatory system (heart, arteries, capillaries and veins) are interdependent, and anything which harms or benefits one section must, eventually, harm or benefit the whole. For example, by curing varicose veins we remove an unnatural strain from the heart. The improved condition of both veins and heart is soon reflected in improved circulation, which means more oxygen for the tissues and quicker and more efficient elimination of toxic matter. This, in turn, means revitalised blood; and so, through a regenerated circulation, new life to every organ and tissue of the body. A vigorous circulation increases the natural recuperative powers and builds up a reserve of vitality, and is the best possible protection against infectious disease. In short, the question of good health or bad, of whether you succumb to infection or successfully resist it, depends entirely upon the degree of efficiency of your circulation.

There are no substitutes for Elasto. Beware of imitations!

COUPON for Free Trial Sample of Elasto
The Great Blood Revitaliser

ELASTO (Dept. 15.D,) Cecil House, Holborn Viaduct, London, E.C.

Please send me Free Sample and Special Free Booklet, "The Story of Elasto," fully explaining how Elasto, *The Great Blood Revitaliser*, cures through the blood.

NAME .....
(Please Print in Capital Letters.)

ADDRESS .....

"John Bull," 6/3/37. .....

Issued by The New Era Treatment C

Elasto will save you pounds!

250 B 61

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